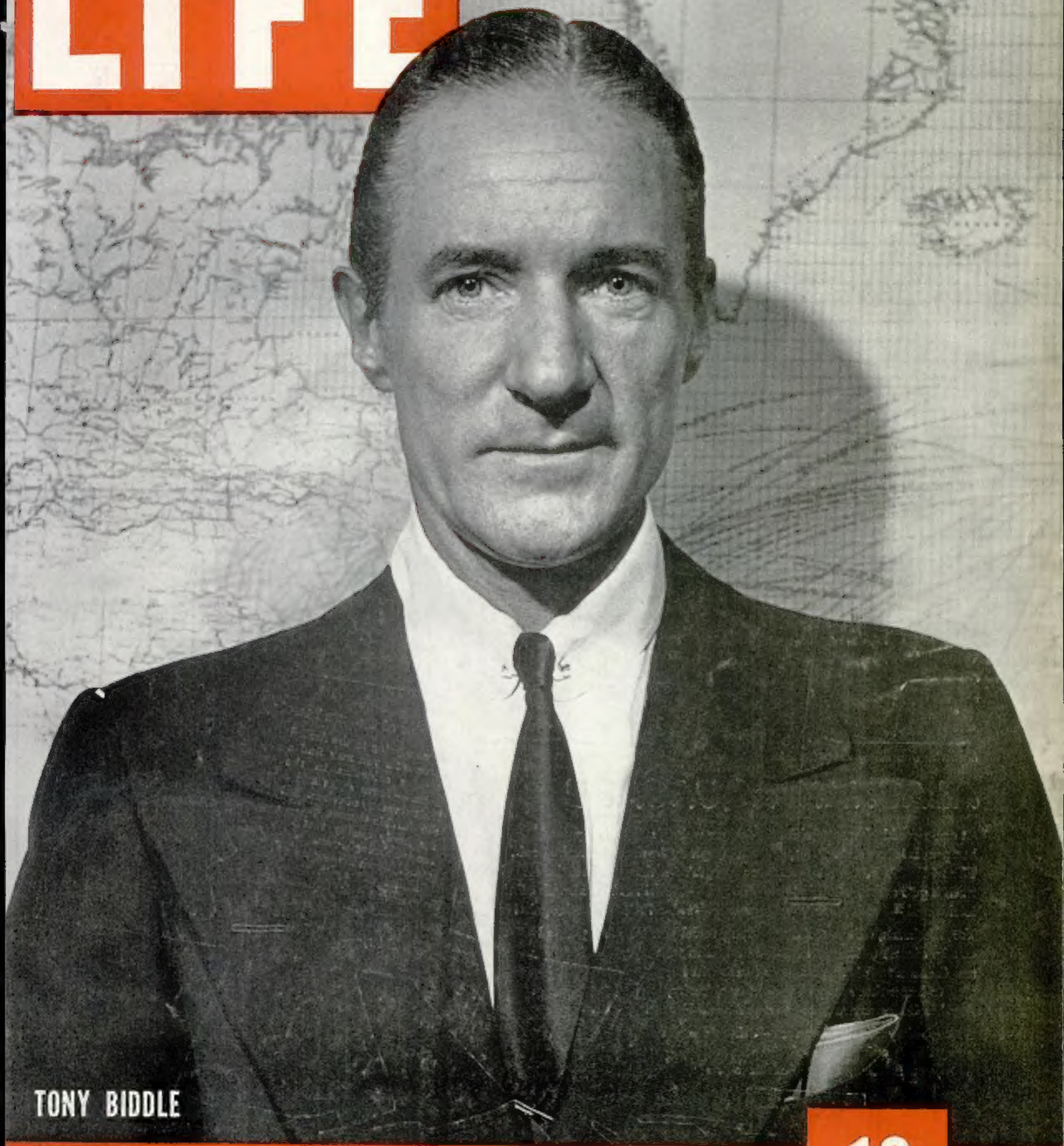


# LIFE



TONY BIDDLE

OCTOBER 4, 1943 **10** CENTS  
YEARLY SUBSCRIPTION \$4.50





Illustration from description in flier's letter

## ALASKAN AQUACADE

At one new Alaskan airfield, so this flier writes, a bath is a prized but precarious event. First, swipe a couple of buckets from the cook. Then fill with water. Only it isn't water, it's ice that you breathe on until it gets unstiff enough to pour. And — slosh! . . . Then break off the icicles and — with a good, husky towel — rub a little life back again!

Yes, the brisk, efficient, hard-working towel you take for granted can be almost a life-saver sometimes. You who use Cannon towels in your own home will be glad to know that many of those same, husky, durable Cannons are going to our Armed Forces.

Because *they* need them more — there aren't so many towels at home. . . . And because they *do* need them, you'll take good care of those you have.



*Cannon Towels*

CANNON SHEETS

CANNON HOSIERY

### Millions of Cannon Towels

are now going to the Armed Forces. So you may find a smaller selection in the stores — fewer styles and a limited variety of colors. But the durable Cannon quality, the hardy quality that will see you through, remains the same. When the war is over, Cannon will again present the newest styles in the most charming colors.

For Victory—Buy U. S. War Bonds!



HOW TO MAKE YOUR TOWELS LAST LONGER AND STAY "DURABLE FOR THE DURATION"

Launder before they become too soiled  
Fluff-dry terry towels—never iron  
If loops are snagged—cut off, never pull  
Mend selvage and other breaks immediately  
Buy good-quality towels—always the best economy

H. W. AYER & SON



# With Everything—including the Kitchen Sink!



Copyright 1943—Philco Corporation

AS OUR fighting forces move to the attack, there is one assurance that the home front may safely draw from the news. No power on earth can match the productive might of an aroused industrial America! That is the faith that gave us the courage to go forward during the darkest days of the Axis advance. And that is the calm conviction that leads us today to bend our full strength to the task until total victory is won.

The men and women of Philco know that whatever toil and sweat it has taken to win the initiative, it will take more of the

*Eric Godal makes this contribution to the series being drawn for Philco by America's leading editorial cartoonists depicting the significance of America's productive might. While available, a full size reproduction of the original drawing will be sent, free, on request to Philco Corporation, Philadelphia, Pa. Ask for Cartoon No. 63D.*

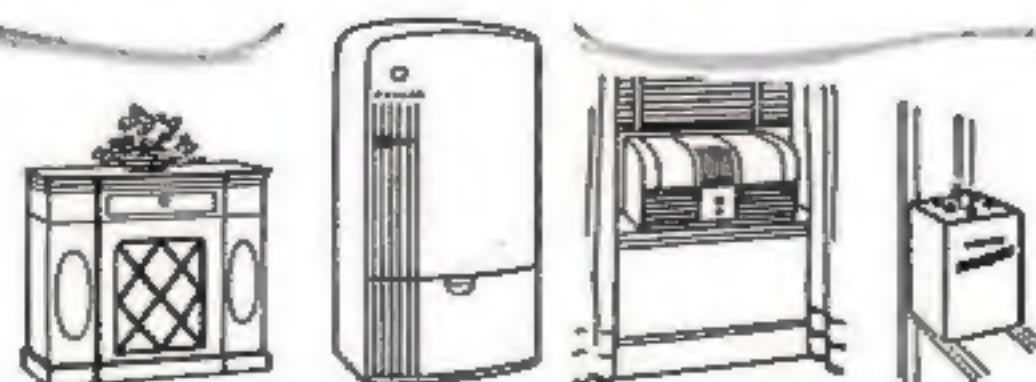
same to win the Victory. All they have learned in their laboratories and production lines during twelve straight years of radio leadership is devoted now to making radios, communications and electronic equipment that will give our soldiers and

sailors superiority in the attack.

On some tomorrow, they will be back at their peacetime tasks, bringing you the fruits of their new knowledge and skill in radio, television, refrigeration, air conditioning and industrial electronics . . . under the famous Philco name.

## PHILCO CORPORATION

*In time of War*  
**BUY BONDS  
FOR VICTORY**



Philco distributors and dealers are doing their utmost under wartime conditions to service your Philco Radio, Phonograph, Refrigerator, Air Conditioner, or Industrial Storage Battery.

*In time of Peace*  
**BUY PHILCO  
FOR QUALITY**





## AYWON Means A-1 Shirts!

Millions of smart men say Aywon Dress Shirts are really A1 in every respect. Style that speaks for itself. Comfort in collar, cuff, sleeve and body. Extra long wear for your money. Tailored by Reliance of fine shirtings that launder well. Choice of neat new patterns and white broadcloth—to fit any mood or wardrobe. Aywon Shirts are priced to delight you at good dealers everywhere.

### RELIANCE MANUFACTURING COMPANY

212 W. Monroe St. • Chicago, Ill.  
New York Offices: 200 Fifth Ave. • 1350 Broadway  
MAKERS OF Big Yank Work Clothing • Aywon Shirts • Yankshire Coats • Universal Pajamas No-Tare Shorts • Kay Whitney and Happy Home Frocks • Yank Jr. Boys' Wear • Big Yank Flannel Shirts • Parachutes for Men and Matériel



## LETTERS TO THE EDITORS

### AMERICA AND THE FUTURE: I

Sirs:

I have just read your first article on "America and the Future" in the Sept. 13 issue of LIFE. I am venturing to write this note to congratulate you on what seems to me to be an excellent approach to a very difficult problem. The fact that you happen to mention my name in the article, I hope, is not the reason for my favorable impression! It seems to me that you have outlined a path which leads in the one direction which America can follow in the next decade if it is to escape the evils of tyranny which may descend upon us from either the right or the left.

Of course, being a fanatic on the subject of a fluid society and the significance of social mobility, I could have wished that you had emphasized to a greater extent the importance of this element in American society in the past and the necessity for keeping it always before us as an ideal in the future. I take it you would agree one of the factors which leads to a harmonious social order is what people believe is going to happen, and this may be often as important as what is actually happening at the moment. It is along those lines that my thoughts run when I stress the importance of reversing the trend toward stratification and reaffirming our intention of moving nearer the American ideal of an essentially classless society.

And finally, may I say that as a scientist it seems to me that it is vitally important that we keep a number of competing groups busy in the field of both pure and applied science in order that we may develop to the maximum the potentialities of our industrial age. These groups must be large enough and powerful enough to have available the resources of modern techniques for research and development, but they should be diverse enough and numerous enough so that there is real technological and scientific competition. Furthermore, it would be highly desirable if it came about that these groups were liquidated by some painless process about once every 25 years so that young men could get a chance to show their talents rapidly and with confidence. This applies as much to universities, government bureaus and research institutions as it does to industry.

JAMES B. CONANT

Washington, D. C.

Sirs:

May I congratulate Mr. Jessup for his thoughtful and convincing article. His words have in them the seeds of wisdom, vision and, I trust, the prophecy of a new day.

I fervently hope that "America and the Future" may bear fruit among us all and particularly among those who have in their hands the power and the duty of guiding our nation today.

ERNEST O. DRAPER  
Member

Board of Governors  
Federal Reserve System  
Washington, D. C.

Sirs:

"America and the Future" is extraordinarily good. I haven't read an article on "Our Domestic Economy" in its class.

WILLIAM BENTON  
Vice President

University of Chicago  
Chicago, Ill.

Sirs:

I hope that every Congressman and candidate for President will thoughtfully read "America and the Future," and that each will eventually act upon it.

CARL R. REED

Ann Arbor, Mich.

Sirs:

Mr. Jessup has concocted a Magna Carta for the Air Age.

JOHN PEARSON

Dartmouth College  
Hanover, N. H.

(continued on p. 4)



## FEET FULL OF WOE ARE HELPING THE FOE



\$7.85

Some Styles  
Higher

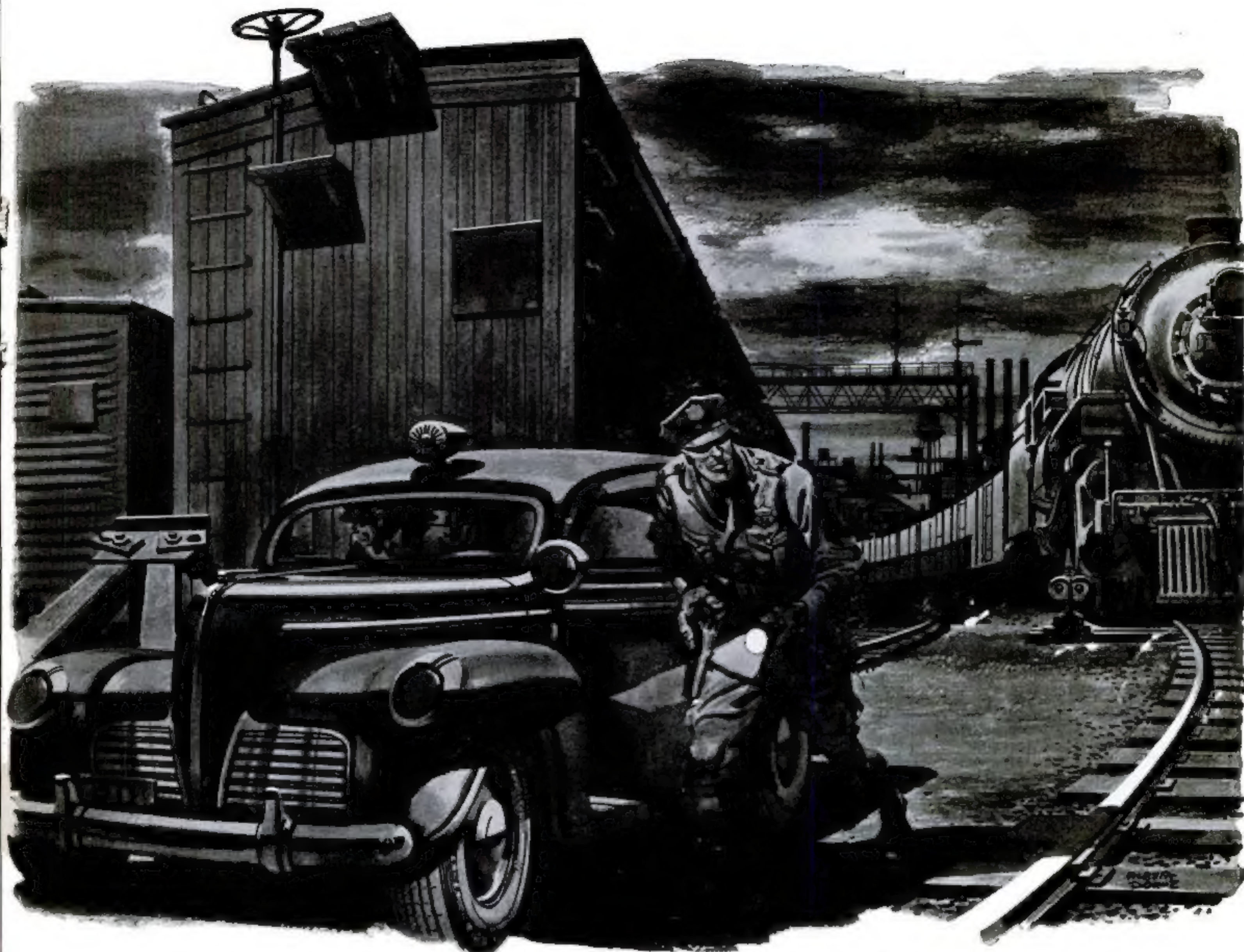
THE PREP  
Model 2780-2  
Hand Stained  
Russet

If your feet ache and get you out of sorts, follow the lead of thousands of men on all kinds of war jobs who are getting more and better work done since they switched to Porto-Ped Shoes. The reason? Porto-Ped's resilient air cushion pillows every step — and the exclusive Arch Lift gives needed support. For extra hours of foot comfort — see your Portage dealer, or write us for his name.

Portage Shoe Mfg. Co., Milwaukee, Wis.  
Division of Wayenberg Shoe Mfg. Co.







## How police cars joined an 80,000,000 mile road test of synthetic rubber

Nearly three years ago, B. F. Goodrich invited America's leading companies to buy and test the first passenger car tires made with synthetic rubber ever sold in this country. One of the many companies that accepted the invitation was the New York, New Haven and Hartford Railroad. They put Silvertowns on five police cars. More than half the natural rubber in these tires was replaced by our own synthetic—Ameripol.

The result: These tires proved synthetic rubber could stand pun-

**Another story of the test that helped start America's great new synthetic rubber industry. Time: months before Pearl Harbor**

ishment . . . on police cars—and on hundreds of other passenger cars all over America. This test totalled 80,000,000 miles. And the experience gained from it has given us vital help in making to-

day's tires . . . tires in which 99% of the natural rubber has been replaced with the government's "GR-S" synthetic.

Naturally, most rubber is needed for our armed forces. That's why only a very few of these new syn-

thetic tires are available to car owners who qualify. Every patriotic American must continue to drive carefully and to get every possible mile from his present tires. Wasting rubber wastes America's strength.

### A few of the many companies that helped make this test:

AMERICAN CAN CO.  
BALTIMORE & OHIO RAILROAD  
THE BORDEN CO.  
GENERAL OUTDOOR ADVERTISING CO.

GENERAL BAKING CO.  
GULF OIL CORPORATION  
GEO. A. HORMEL & CO.  
KELLOGG COMPANY  
NEW YORK TELEPHONE CO.

PET MILK SALES CORP.  
RAILWAY EXPRESS AGENCY  
SOCONY-VACUUM OIL CO.  
STANDARD BRANDS, INC.  
THE TEXAS CO.



This One



2PQK-K3R-1CTT



# The secret of winning the popular vote

by BOB HOPE



1. It's easy to find out if you're popular—just try to get elected. If you're a man, popularity comes from knowing all the angles... with a woman, it's mostly a matter of curves. Yes, and money helps make you popular, too. That's why many a rich girl has trouble keeping the wolves from her door!



2. A good way to start off your campaign is to hold a torchlight parade. Once a crowd carrying torches followed a candidate for twelve solid hours—and I've got the scorched pants to prove it! I'm carrying a torch myself these days—a torch for Pepsodent. It's sure-fire for lighting up a smile!



3. Always remember that when you kiss a baby, its mother gets a big kick out of it. Of course, when you kiss some babies, you'll get the kick—from their husbands. And you'll get a kick out of the way Pepsodent loosens film, floats it away, makes your teeth look bright, feel clean and smooth.



5. Finally, win or lose, be sportsmanlike! If you lose, congratulate your opponent. If you win, warn him about the time-bomb you sent him in case you lost. Of course, there's a sure way to win when it comes to teeth—and that's to use Pepsodent twice a day... see your dentist twice a year!

How PEPSODENT with IRIUM uncovers brighter teeth



Film on teeth collects stains, makes teeth look dingy—hides the true brightness of your smile.



This film-coated mirror shows the result when commonplace methods don't clean film away.



But look what Irium does! It loosens film—floats it away, leaves the surface clean and bright.



That's how Pepsodent with Irium uncovers the natural brightness of your smile... safely, gently.



Only  
Pepsodent  
contains  
Irium

## LETTERS TO THE EDITORS

(continued)

Sirs:

Please accept my congratulations and thanks for Mr. Jessup's article in the Sept. 13 issue of LIFE. I am so impressed with the good sense and vision which mark "America and the Future" that I feel I would be failing in a duty if I did not write and tell you so.

Since I happen to be a member of one of the subcommittees of the Committee for Economic Development, I have written to Mr. Paul Hoffman and have asked that he consider sending out reprints of the article to all the C.E.D. local committees of which there are now several hundred.

WALTER D. HEAD  
Member

Postwar Planning Committee  
Rotary International  
Montclair, N. J.

● Reprints of Mr. Jessup's article are in preparation and any number of copies to twelve may be had free by writing to LIFE Letters Dept., Time & Life Building, 9 Rockefeller Plaza, New York 20, N. Y. Larger quantities may be had for \$5.00 per 100.—ED.

Sirs:

If "America and the Future" is a summary of what Mr. Jessup learned in two years of economic study he would have done better to spend two weeks and study the book, *Progress and Poverty*, written by that great economist of the last century, Henry George.

HAROLD B. NICHOLAS  
Oak Park, Ill.

Sirs:

It is difficult to understand how anyone writing on America and the future could omit all mention of Henry George and his scholarly works in the field of political economy. Columbia's famed educator, John Dewey, has said, "... It would require less than the fingers of the two hands to enumerate those who, from Plato down, rank with Henry George among the world's social philosophers. ..."

George's *Progress and Poverty* was written more than half a century ago, but like all landmarks in science and art, it is as valid in one age as another.

ARTHUR P. LOTHROP  
Allentown, Pa.

Sirs:

How lightly does Mr. Jessup pass over the Negro problem in his serious article on political and economic freedom!

MILTON SHERBOWSKY  
Brooklyn, N. Y.

### HIGHEST RAILWAY

Sirs:

The pictures in "Highest Railway" in the Sept. 13 issue were beautiful. This Climax to Leadville track was a part of what was once a thriving 385-mile narrow (3-ft.) gauge railroad system, running from Denver to Como, Colo.

For many years a busy piece of mountain railroad, it hauled trainloads of gold and other ore, coal, lumber, livestock and general merchandise as well as thousands of passengers. It was a great tourist line in the Gay '90's and early 1900's. Always a very expensive road to operate because of the terrific grades and sharp curves, many of the freight trains used to have from two to five engines to get them over the Continental Divide. From Como to Leadville—a distance of 63 miles—it climbed and wound around some of the most breath-taking mountain country in the world.

C. M. HOLLISTER  
Lakewood, Ohio

Sirs:

Your article and pictures in regard to the "Highest Railway" were very good, but there was no mention of the

(continued on p. 6)

## 3 Main Deodorant Troubles-



### "ARMPIT PIMPLES?"

(Due to irritating chemicals)



You don't need to offend your armpits to avoid offending others! A new-type deodorant—Yodora—is made entirely without irritating metallic salts! *Actually soothing...* Yodora can be used right after shaving.

### CREAM GOES GRAINY?



Now you can end this waste! Yodora never dries, never grains. Stays smooth, creamy to the last.

### TOO STIFF TO SPREAD?



Such creams are outmoded forever by Yodora. Soft, delicate, exquisite—Yodora feels like whipped cream. Amazing—that such a fragrant, lovely cream can give such effective powerful protection.

Frankly, we believe you won't even finish your present supply of deodorant, once you try radically different Yodora. So much easier to apply! So much lovelier! Never fades or rots clothes. Yet you get powerful protection. Try Yodora today! In tubes or jars, 10¢, 30¢, 60¢. McKesson & Robbins, Inc., Bridgeport, Conn.

## YODORA DEODORANT CREAM



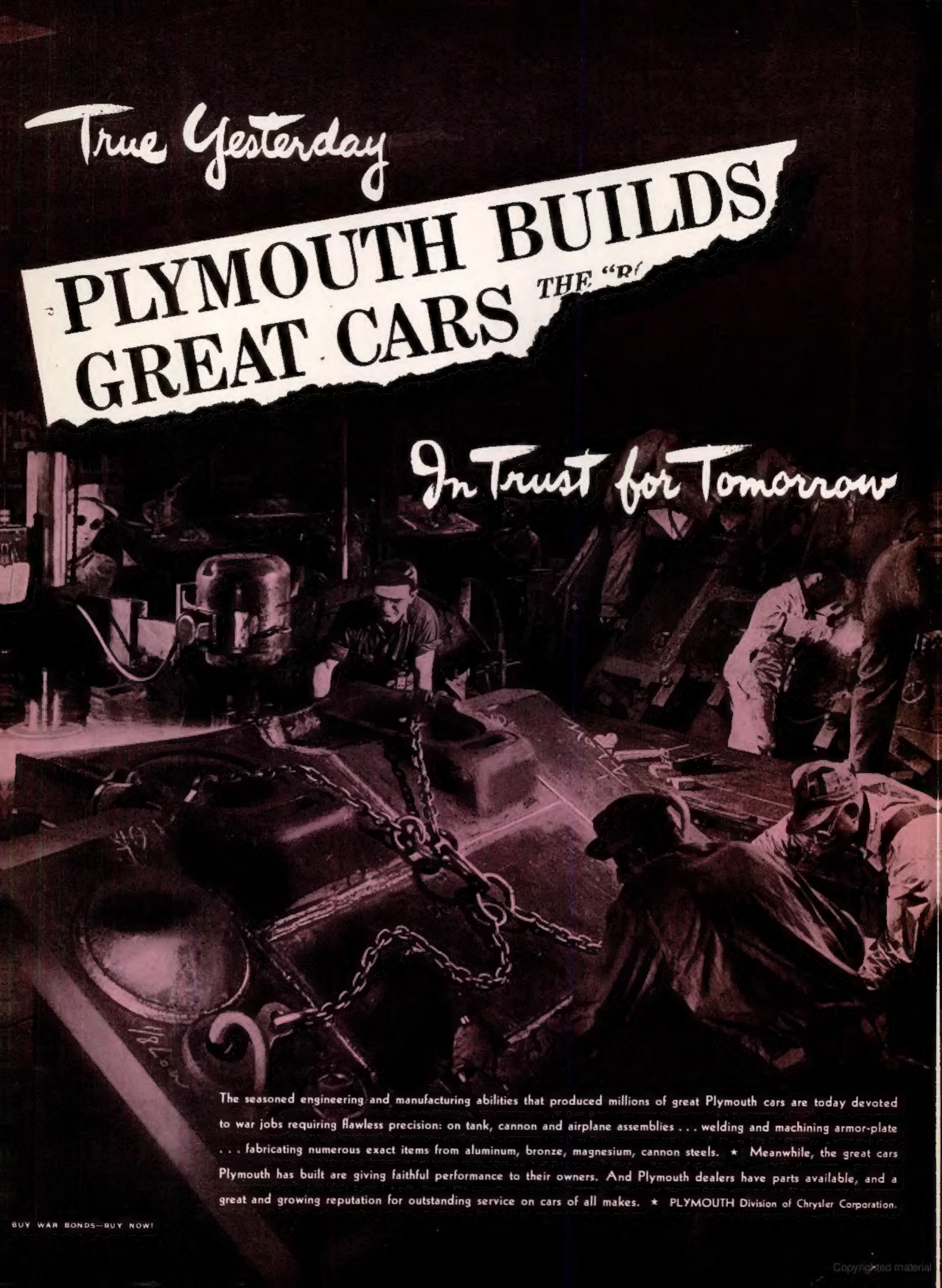
"AND MCKESSON MAKES IT"



*True Yesterday*

# PLYMOUTH BUILDS GREAT CARS THE "R"

*In Trust for Tomorrow*



The seasoned engineering and manufacturing abilities that produced millions of great Plymouth cars are today devoted to war jobs requiring flawless precision: on tank, cannon and airplane assemblies . . . welding and machining armor-plate . . . fabricating numerous exact items from aluminum, bronze, magnesium, cannon steels. ★ Meanwhile, the great cars Plymouth has built are giving faithful performance to their owners. And Plymouth dealers have parts available, and a great and growing reputation for outstanding service on cars of all makes. ★ PLYMOUTH Division of Chrysler Corporation.



# How to change a Doubting Thomas



1. "I KNOW, TOM... YOU THINK YOU DON'T LIKE BRAN. BUT YOU'VE NEVER TASTED ANYTHING AS DELICIOUS AS THIS KIND, MADE BY NABISCO, THE FOLKS WHO BAKE RITZ CRACKERS. HERE TRY IT."



2. "ISN'T THAT SOME FLAVOR? IF I KNOW YOU, YOU'LL BE ASKING FOR NABISCO 100% BRAN EVERY MORNING FROM NOW ON AND CALLING IT YOUR FAVORITE CEREAL."

3. "AND OF COURSE YOU KNOW... NABISCO 100% BRAN IS SUCH AN EASY WAY TO HELP RELIEVE CONSTIPATION DUE TO INSUFFICIENT BULK."



## FOR GENTLE...YET EFFECTIVE ACTION

Try Nabisco 100% Bran. It is made by an improved process, called Double-Milling, that breaks down the bran fibers making them smaller, less likely to be irritating. You'll like its flavor as a delicious cereal or made into tasty muffins (the recipe is on the package). Remember to look for Nabisco 100% Bran in the yellow and red package.



(If your constipation is not helped in this simple manner, see a competent physician.)

BAKED BY NABISCO • NATIONAL BISCUIT COMPANY



This seal means that the Council on Foods and Nutrition of the American Medical Association has accepted this product and approves this advertisement.

## LETTERS TO THE EDITORS (continued)

name of the railroad. The "Highest Railway" is a part of The Colorado and Southern Railway Co., a subsidiary of the Chicago, Burlington & Quincy Railroad.

ROBERT RICE  
Vice President

The Colorado and Southern Railway Co.  
Denver, Colo.

### KISKA LANDING

Sirs:

"Allied Landing on Kiska" (LIFE, Sept. 13) is the best war picture story so far published.

MARIE T. STANFORD  
New York, N. Y.

Sirs:

We thought you might like to contrast the landing of supplies for a winter's trapping season on the lonely sands of Kiska in the good old days of 1934 with Mr. Kessel's "beach alive with men unloading supplies." From an old



KISKA LANDING



KISKA CABIN

halibut schooner anchored a quarter mile offshore our supplies were rowed in on a makeshift raft made from a platform tied on top of two dories.

Mr. Kessel's photographs did not show us whether or not the cabin in which we lived that winter and which was built by my husband in 1933 still stands on the floor of the wide valley above the bluff.

HELEN WHEATON  
Denver, Colo.

### LEOTARDS

Sirs:

We are wondering just how many smartly dressed college girls will allow themselves to be seen in such ridiculous outfits as leotards pictured in the Sept. 13 issue. Imagine what they would be like after an hour's wear—baggy knees and bulging elbows.

MARY RIORDAN  
EDY CONROY  
Leavenworth, Kan.

Sirs:

I take off my hat to any female who has the fortitude to wear one of those zebra-striped hug-me-tights.

JAMES L. HISTAND  
Denbigh, Va.

Sirs:

In my Grandmother's day they were called "unmentionables" and they never, never let them show!

MRS. JOEL P. JENSEN  
Bingham Canyon, Utah

(continued on p. 8)

## For MERRI-MINT



U-ALL-NO  
**Richardson's**  
AFTER DINNER  
**MINT**



Same Big Package of  
Richardson's Quality for 10¢  
THOS. D. RICHARDSON CO., Philadelphia, U. S. A.



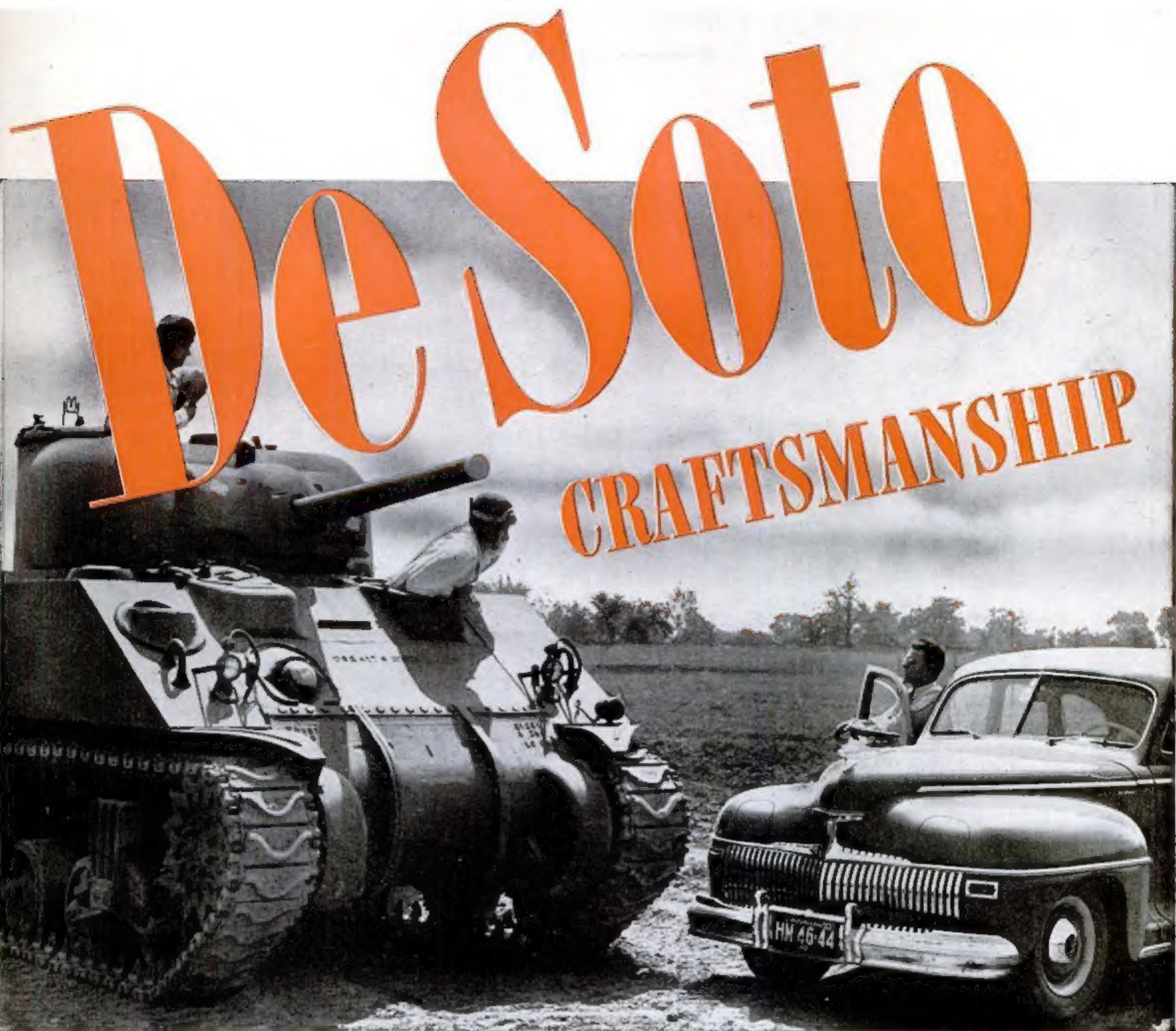
MADE FROM  
**Real**  
ORANGES



FOUNTAIN FAVORITE FOR  
YEARS, NOW IN BOTTLES, TOO

5¢





**DeSoto**  
**CRAFTSMANSHIP**

**G**ENERAL SHERMAN tanks made by Chrysler Corporation contain parts and assemblies made by DeSoto,—made in the same shops and by many of the same craftsmen who built the good DeSoto cars of peacetime. Likewise, much other fighting equipment of the Allies takes DeSoto directly to the battlefronts as aircraft, artillery,

and combat vehicles go into action. Bomber fuselage sections, aircraft wing structures, parts and assemblies for the great Bofors 40 millimeter anti-aircraft cannon,—and hundreds of precision parts for the fighting vehicles of war have had their source in sound DeSoto workmanship.

DE SOTO DIVISION OF CHRYSLER CORPORATION

Here, at home, the De Soto service sign is more than ever a symbol of courtesy and efficiency. With ample parts and skillful service, De Soto dealers are doing a fine job for their owners today.



*DESOTO WAR PRODUCTION includes the precision building of airplane wing sections—bomber fuselage nose and center sections—vital assemblies for anti-aircraft guns and General Sherman Tanks—and a wide variety of special manufacturing services to a large portion of American war industry.*

*War Bonds—Your Personal Investment in Victory*

TUNE IN ON MAJOR BOWES, EVERY THURSDAY, 9:00 TO 9:30 P. M., EASTERN WAR TIME



## "Our Miss van Dyke is very patriotic"



**BOSS:** She's great on wartime efficiency. And can she make things last! Why, she uses one sheet of carbon paper as many as 60 times!

**VISITOR:** But aren't her carbon copies fuzzy and unreadable?

**BOSS:** Not since she started using Roytype's Park Avenue carbon paper. It's made by the Royal Typewriter Company and each sheet can be used up to 60 times, cleanly and clearly. Look, these test copies prove it.

This is the first copy made with a fresh sheet of Roytype Park Avenue Carbon Paper. See how sharp, clear, and distinct it is. You'll find succeeding copies will also be clean, crisp, and easy to read.

Laboratory test No. 3653, issued July 15, 1943, by United States Testing Co., Inc.

Now, look at this 60th copy -- made by the same girl, on the same typewriter, with the same sheet of Roytype Park Avenue Carbon Paper ... used 59 times before! See how legible this 60th copy is!

**VISITOR:** Amazing! What makes it possible?

**BOSS:** She tells me that Park Avenue—like every carbon paper in the complete Roytype line—is deep-inked by a special process that soaks the ink right down into the paper! And notice Roytype's extension edge that lets you reverse the sheet, top to bottom, so that all areas of the paper can be used.

**VISITOR:** Where can I get a box of Roytype?

**BOSS:** Just phone your local Royal Typewriter representative or Roytype dealer.

### Complete line of carbon papers

THERE ARE MANY different carbon papers in the Roytype\* line. One of these will exactly fit your needs. Your local Representative will gladly show you the whole price range of Roytype carbon papers and help you choose the weight, finish, and quality best suited to your requirements.

**P. S. to secretaries:** In wartime, make certain you'll continue to produce sharp, crisp-looking letters and clear copies even though your typewriter's rubber roller may be pitted and uneven. Use the Roytype Backing Sheet. (There's one in every box of Roytype Carbon Paper.) It gives you a smooth, even typing surface.

**ROYTYPE**  
Carbon Papers and Ribbons  
made by the  
**ROYAL**  
TYPEWRITER COMPANY

\*Trade-Mark Registered U. S. Pat. Off.

Copy. 1943, Royal Typewriter Company, Inc.

## LETTERS TO THE EDITORS

(continued)

Sirs:

Why not swipe the old man's red *Baron* instead?

CHUCK CHAPMAN

Milwaukee, Wis.

Sirs:

Please don't tell me that we Army boys are going to have to come home to things like that!

PVT. R. E. SIMMONS

Camp Blanding, Fla.

Sirs:

Here is a picture, taken about 1860, of a true leotard, forerunner of those



shown in LIFE's pictures. The gentleman is an acrobat and on him it looks good.

PHILIP KAPLAN

Long Island City, N. Y.

### WEATHER

Sirs:

That was a wonderful photographic essay on weather in your Sept. 13 issue. Last year, while taking a course in meteorology, there were many points that were not brought out clearly enough. Your article is so complete, clear and concise that anybody can learn, by careful study, in one hour what we in high school learned in one semester.

WILLIAM A. KRETZSCHMAR

Ann Arbor, Mich.

Sirs:

Thank you for the essay on weather. Too many people have been laughing at us fiddling with our balloons, thermometers and charts. You've shown the strategic value of a weather forecaster.

SGT. JOHN MAGIDOW

Weather School  
Chanute Field, Ill.

### OVERSEAS SUBSCRIPTIONS

Sirs:

Please advise me if you will accept a subscription for overseas and, if so, what are the rates? I can also get a request for the subscription from the giftee if it is necessary.

H. WATSON DREYFUS

San Bernardino, Calif.

● For members of the armed forces on duty at home or overseas LIFE costs \$3.50 per year. For gift subscriptions to members of the Army overseas LIFE must first receive a written request for a subscription from the giftee. This regulation has been waived for gift subscriptions entered between Sept. 15 and Oct. 15, 1943.—ED.

Editorial correspondence  
should be addressed to:

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TIME & LIFE BUILDING  
ROCKEFELLER CENTER  
NEW YORK CITY

The  
**Lowest  
Priced**  
Nationally  
Advertised  
Tooth Brush  
in America

only  
**23¢**

IN DUST-PROOF  
CARTON

**Pro-phy-lac-tic  
NYLON  
Tooth Brush**

RELIEVE  
**HEADACHES  
NEURALGIA &  
MUSCULAR ACHES**

WITH  
**"BC"**  
QUICK  
ACTING

**BC**

10¢  
HEADACHE & NEURALGIA

"BC" contains not just one but several effective ingredients that dissolve quickly and act in a hurry. Use only as directed on the package.

10¢ and 25¢





## FIRST AID FOR A CASUALTY OF CUPID

Deb's secret for capturing hearts is a  
Woodbury Facial Cocktail... first aid to loveliness

Lovely Jeane Saxer of Greenwich, Connecticut is proud of her Advanced First Aid Certificate. Jeane confides: "The war has proved a girl can be useful in these grim days. I'm a Senior Air Raid Warden, too. But I'll never let my good looks suffer a dim-out. When drabness clouds my complexion, skin-freshening Woodbury Soap comes to my aid."

See how mild Woodbury Facial Soap quickly steps up the sparkle in your complexion. Woodbury is a true *skin* soap, endowed with a costly ingredient for mildness. Gentle, thorough, Woodbury Soap helps Nature cope with clogged pores, helps prevent damage to beauty which dust and dirt may cause. Try famous Woodbury Soap today. Only 10¢.



1. "With the boys' furloughs few and far between," says Jeane, "it pays to keep your looks prepared. I give my skin a daily Woodbury Facial Cocktail. It's the easy way to have the kind of complexion that always looks fresh."

2. "My method's simple," says Jeane. "I just work up a fragrant lather of Woodbury Soap and pat it on briskly to clear stifling dirt from my complexion. I rinse away all soil with lukewarm water. Then dash cold water over my face."

3. This famous skin soap helps free the skin of clinging dirt, cleanses safely, gives skin a fresh, immaculate glow. Try Woodbury, made of pure, fine oils—safe for delicate skin. See your complexion bloom! Firm, fragrant, thrifty for bath use, too. Only 10¢.



# SPEAKING OF PICTURES . .

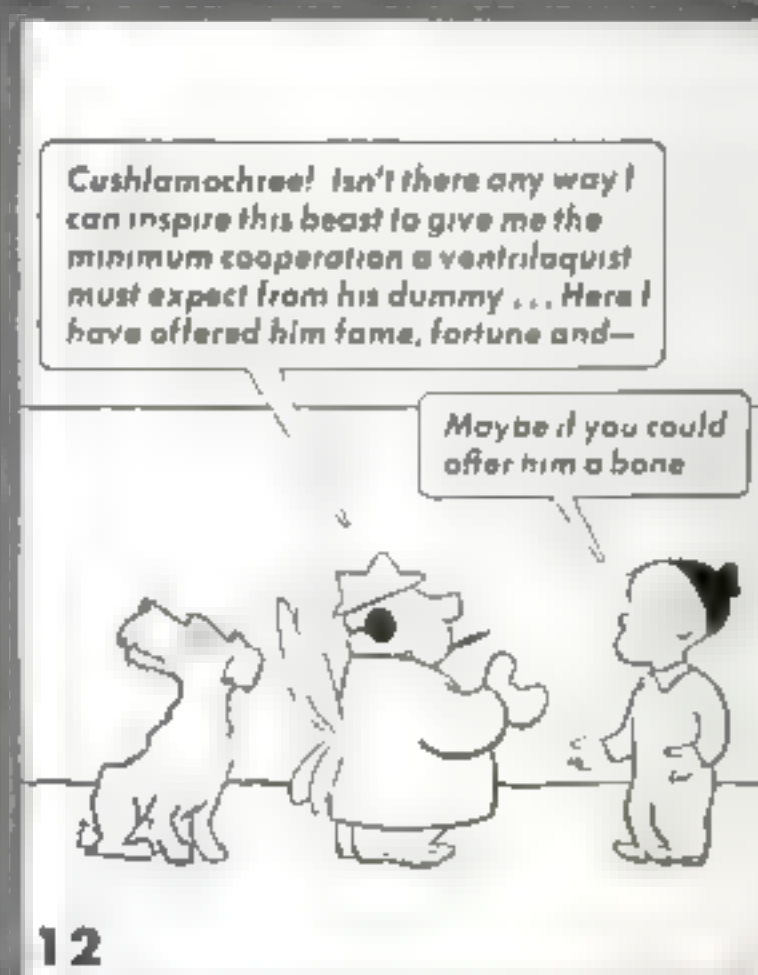
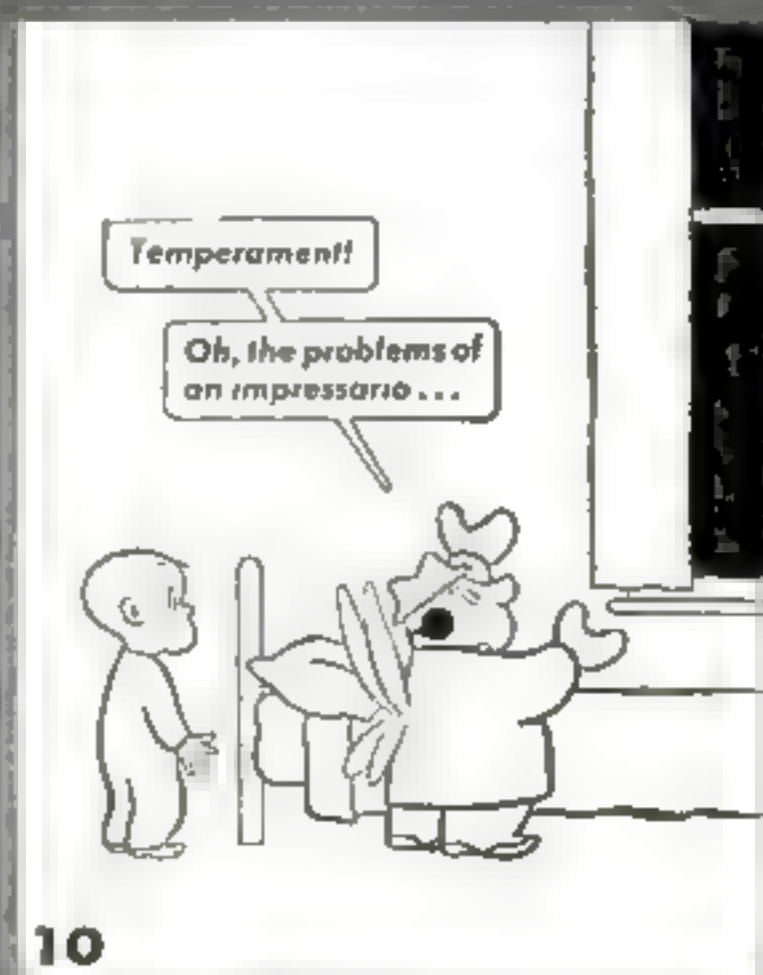
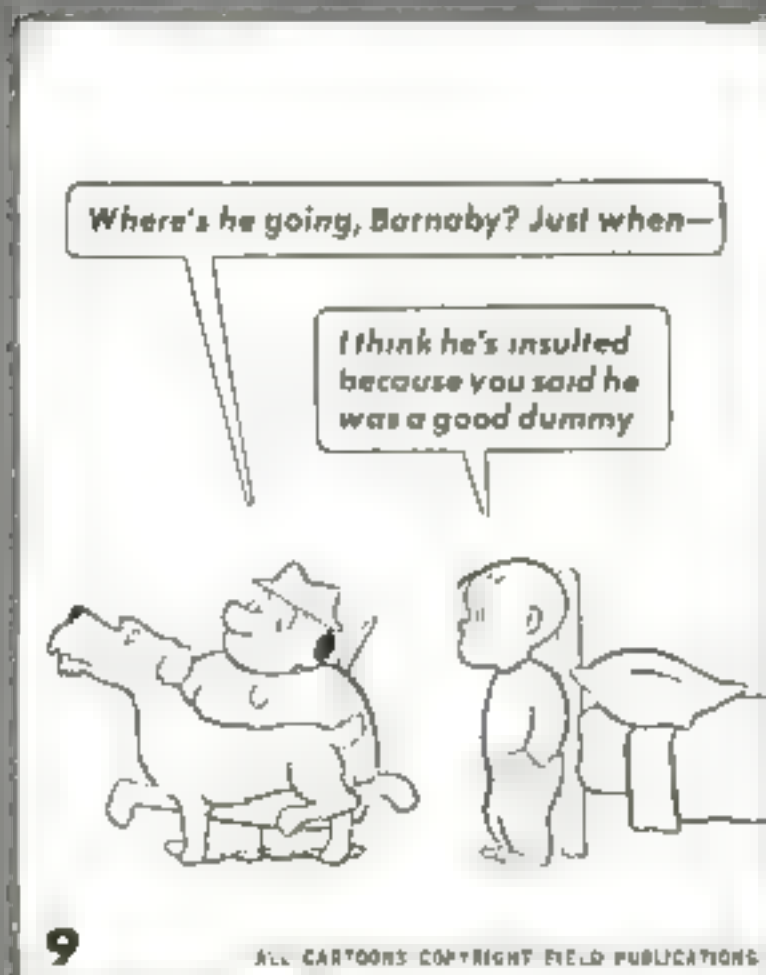
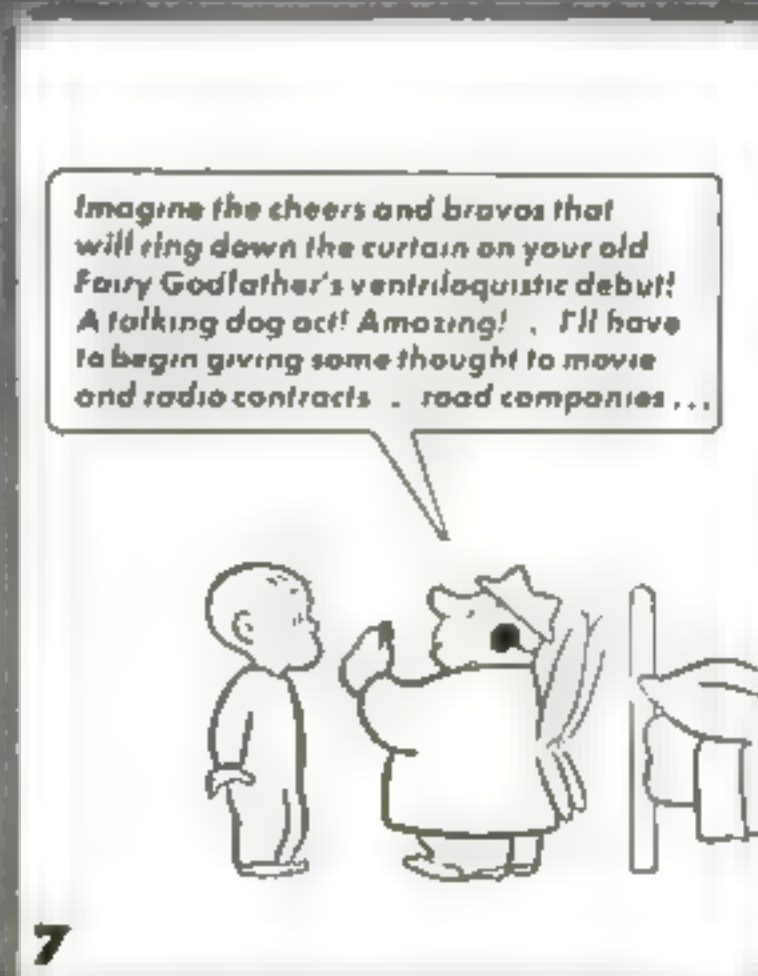
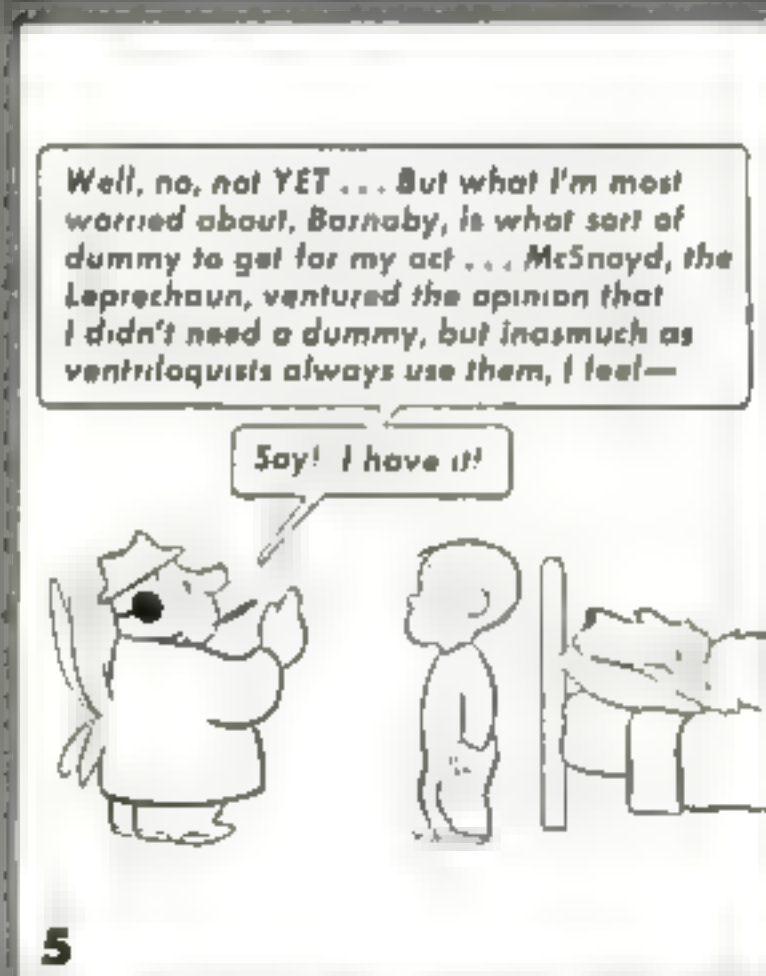
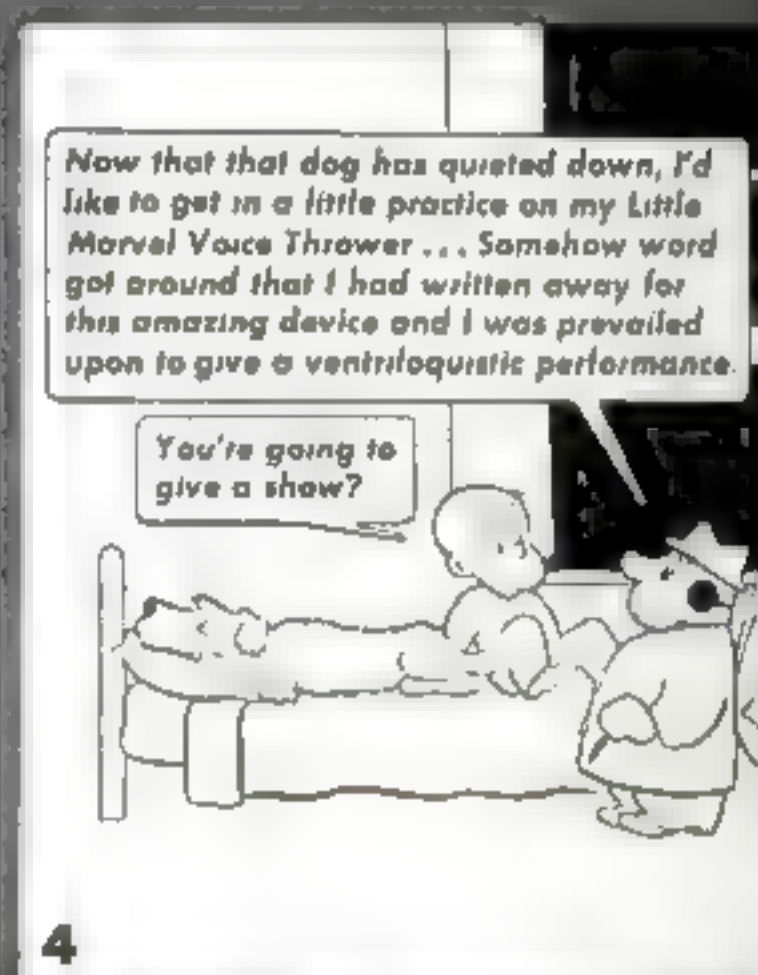
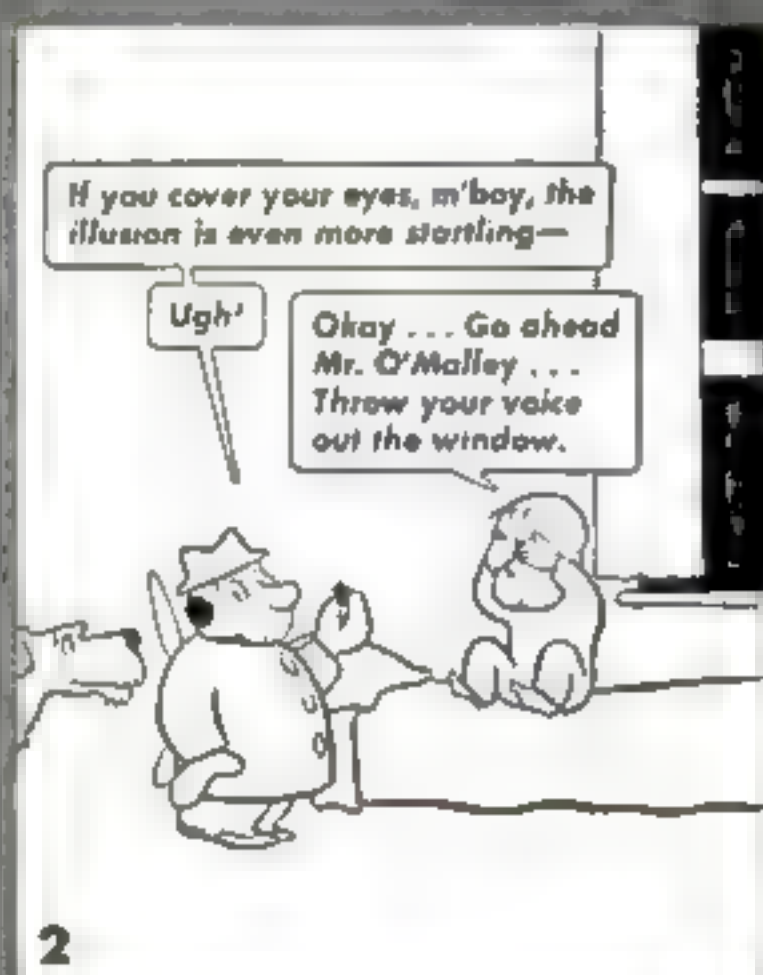
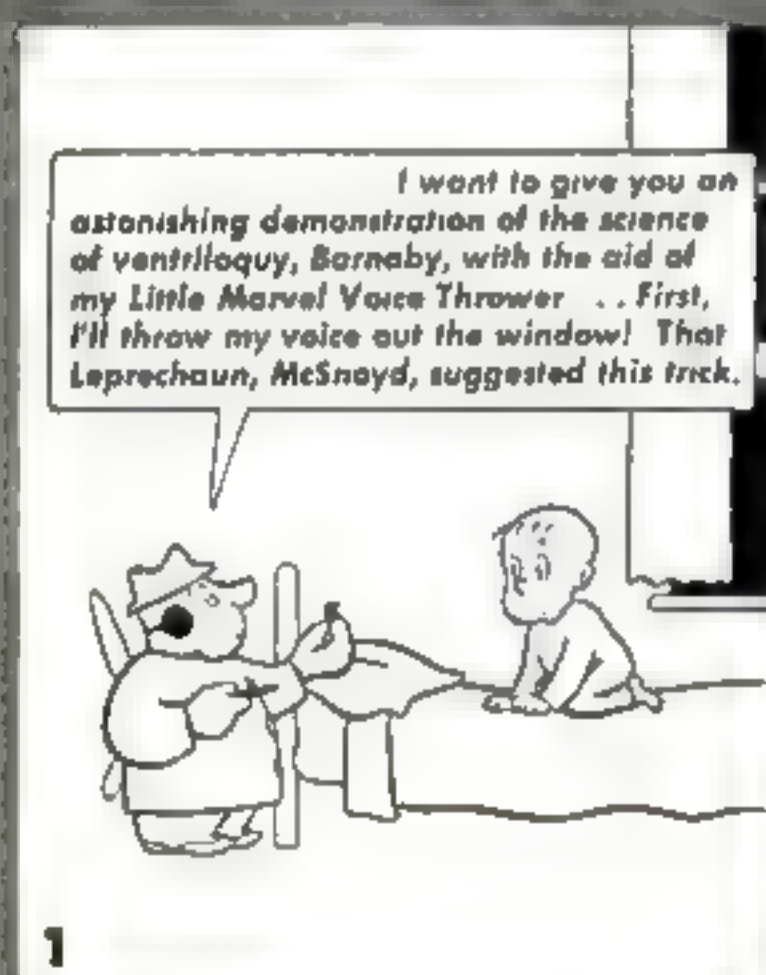
## ... "BARNABY" HAS HIGH I. Q. FOR CARTOON-STRIP HUMOR

Compared to grisly realism of most modern cartoon strips, Crockett Johnson's *Barnaby* comes as a breath of sweet, cool air. Written and drawn with the intelligent innocence of a Lewis Carroll classic, *Barnaby* relates adventures of a small boy and his fairy godfather, a little man with pink wings named Mr. O'Malley. By episodes *Barnaby* and Mr. O'Malley meet such compelling personalities as McSnoyd, an invisible and intransigent elf, a ghost

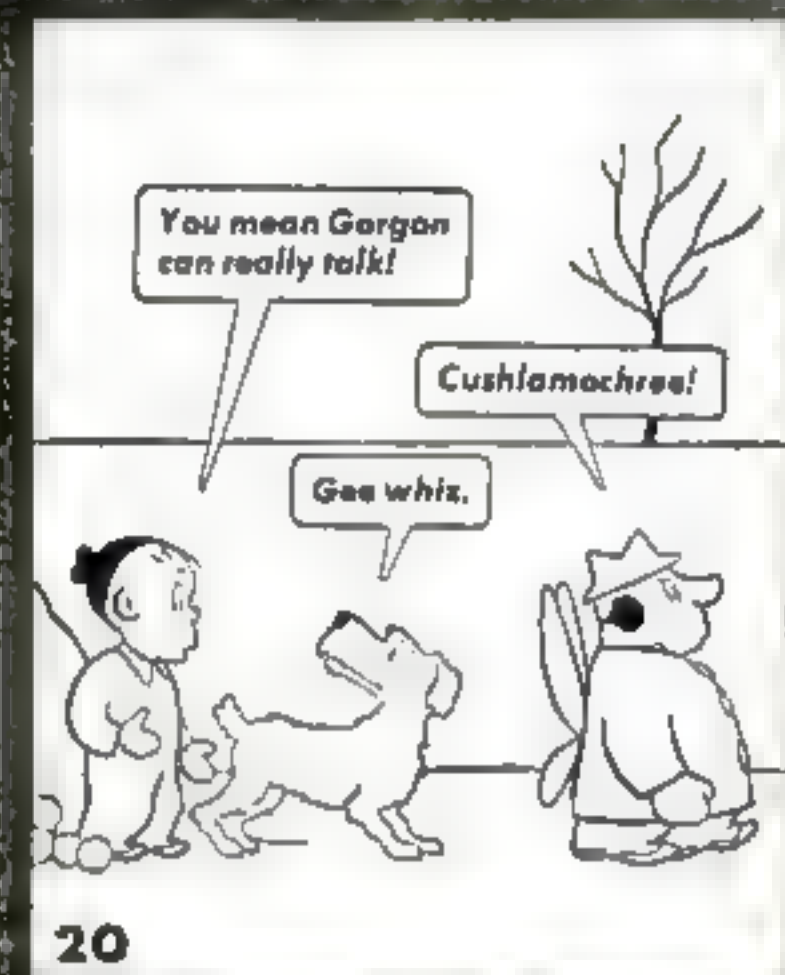
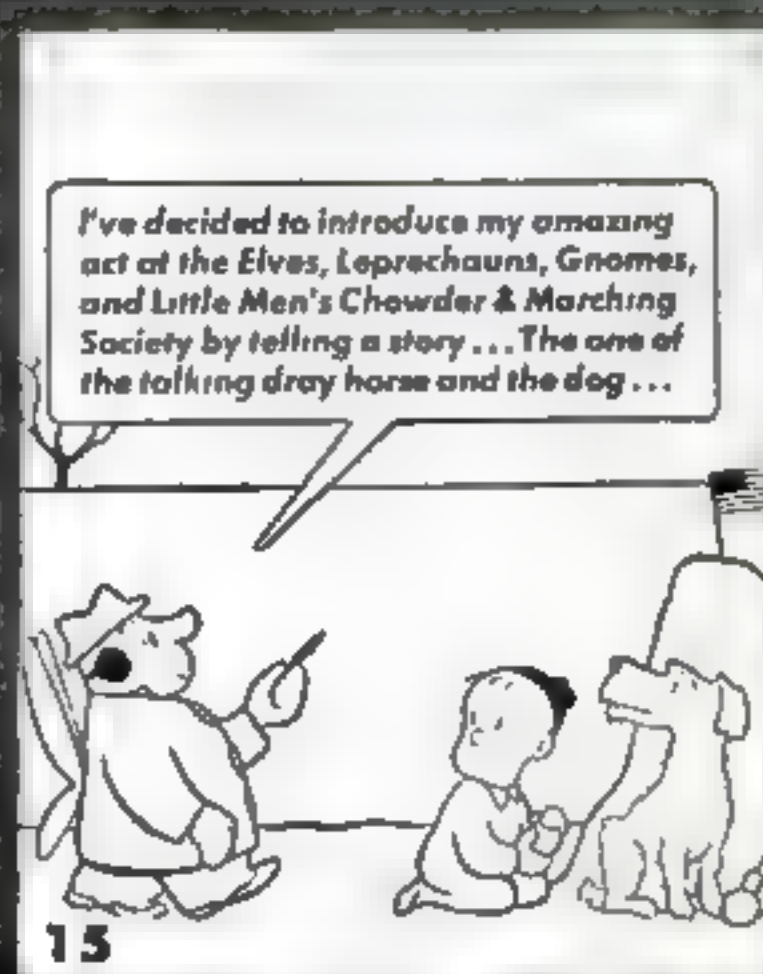
named Gus, Gorgon, the talking dog who appears on these pages. But no matter how remarkable these encounters, *Barnaby*'s story is strongly dominated by Mr. O'Malley. A man of considerable magical powers, he is nevertheless as inept and bumbling as a pocket-size W. C. Fields. In fact, Fields has already been suggested as only conceivable man to play Mr. O'Malley if *Barnaby* should ever reach the screen.

As cartoon strips go, *Barnaby* has a limited audi-

ence. It first appeared early last year in New York's *PM*, now is syndicated to the *Chicago Sun*, *Philadelphia Record*, *St. Louis Star-Times*, *Harrisburg Telegraph*, *St. Petersburg Times* and *Troy (N. Y.) Record*. Compared to this, *Clue Young's Blondie*, biggest of all strips in circulation, appears in as many as 830 papers. However, *Barnaby*'s circle of fanatical followers will be increased when it is published in book form this week by Henry Holt & Co. (\$2).











Most people have experienced the handicaps caused by these notorious "Saboteurs"—Harry the Hammer ... Terry the Twitch ... Frankie the Fog ... Watery Willie ... and Charlie Crowsfeet.

## Skullduggery that Sabotages See-Power

Beware the little "brigands" who sabotage precious eyes ... make them water and twitch, fog and falter, see double or nothing, develop deep crowsfeet and bring on splitting headaches and nervous jitters.

Not to mention the work they spoil—accidents caused, precious man-hours wasted.

Sad indeed is the physical and mental havoc caused by faulty eyes—eyes that stumble and stagger—fall down on their vital wartime job—jeopardize health and safety!

Right now, there are 7,000,000 "fog-bound" eyes on the production line. Handicapped eyes, struggling to see easily and clearly and to guide hands accurately and safely.

Common sense demands that we correct these long-neglected faults that sabotage the only pair of eyes we will ever have.

"Putting off" may prove dangerous and costly. See a competent specialist at once. Profit by his professional training, his scientific knowledge, his technical skill.

Safeguard your "See-Power"—most precious of all your treasures.

*Vision for Victory  
Buy More War Bonds*



**BETTER VISION INSTITUTE, INC.**  
630 Fifth Ave., New York Copyright 1944, Better Vision Institute, Inc.



[(continued)]



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**Florsheim Quality tells you what kind**

Today's Florsheim Shoes don't live a "stamp-to-stamp" existence; they're designed and built to *last*—to give you more for your money, more for your stamp. So, if you must buy shoes buy better shoes . . . buy Florsheims—and give your next shoe ration stamp to your family, for you won't need it.

# Florsheim

Most Styles  
\$10.50 and \$11



**THE FLORSHEIM SHOE COMPANY • CHICAGO • MAKERS OF FINE SHOES FOR MEN AND WOMEN**





*I do not care ...*



for "patent leather" hair... for hair that's plastered down with grease that makes it shine like patent leather. It may be okeh for hep cats who do a lot of rug-cutting. But give me a man who grooms his hair with Kreml!



for hayfield hair... for hair that's wild and dry and simply won't stay combed (like hay)! Why take a chance of robbing hair of natural oils by use of water as a daily dressing, when daily use of Kreml costs so little?

*But I do declare...*

Kreml is right—as thousands say—for better-groomed hair! Right because it's never drying like excessive use of water. Right because it's never sticky or greasy. How do I know? My boy friend raves about Kreml—about how Kreml does more for his hair than anything else he ever used.



**KREML HAIR TONIC**



Makes hair feel softer, more pliable, easier to comb. Removes ugly dandruff scales and relieves itching of scalp they cause. Kreml also relieves breaking and falling of hair that's dry and brittle due to excessive use of water as a dressing. Use Kreml daily as directed on the label. Try Kreml today!

# LIFE'S REPORTS

## BROADWAYESE

A SCHOLAR EXAMINES THE QUAIN IDIOM OF A PRIMITIVE SECTION OF NEW YORK CITY

by GEORGE FRAZIER

Strictly speaking, Broadway is a thoroughfare in New York City extending from Yonkers on the north to the Battery on the south. In modern times, however, the name has been employed both ethnically and geographically to describe the area bounded by Columbus Circle on the north, Times Square on the south, 8th Avenue on the west and 6th Avenue on the east. Broadway is populated by chorus girls, saxophone players, booking agents, song writers, horse players, Frank Sinatra fans, Walter Winchell, people who claim to know Walter Winchell intimately, mounted policemen, men's room attendants, countermen from Nedick's, and Broadway Rose. The members of this motley tribe are known as "characters." They are divided into two groups: hep (bright, aware, knowing) and stale (trite, commonplace, boring).

Characters on Broadway communicate with one another in a bewildering tongue known as Broadwayese. This language is a philological hybrid incorporating such diverse elements as the stichomythy of ancient Greek tragedy, the tautology discussed by William Wordsworth in his preface to the *Lyrical Ballads*, the Homeric epithet, the graphic detail of Pidgin English, the motor-mindedness of the English Romantic poets and what the third girl from the left in the line at the Diamond Horseshoe remarked to the fourth girl from the right as they returned to their dressing room after a performance.

Broadwayese is in fact an argot compounded of argots. It has borrowed both prodigally and indiscriminately, with the result that the race track, baseball, Harlem, show business, the numbers racket, jazz and the underworld have all enriched it immeasurably. It is the most inconsistent and heterogeneous of tongues. Although it has its moments of sheer nonsense, it is, more often than not, logic itself. It is often succinct, but not infrequently rambling. It rarely means what it appears to mean.

### Use of abbreviation

In Broadwayese "a fine dinner" and "home cooking," for example, have no culinary associations. Instead, both are terms for a pretty girl. Similarly, "to take a powder" means, not to administer medicine to oneself, but to depart. But Broadwayese has a bewildering habit of abbreviating itself, with the result that "to take a powder" has now become simply "to powder," a verb completely devoid of cosmetic implications. The passion for brevity has shortened "It brings me down" (which means that the speaker finds something depressing) to "I'm brought." Although "I'm beat to the chops" is a trumpet or trombone player's statement that his lips are tired, "I'm beating my chops" is a frank admission on the part of the speaker that he is being unduly loquacious.

Perhaps the most baffling aspect of Broadwayese lies in its staggering indebtedness to the highly personalized speech of various puckish individuals. One such individual is a song writer named Henry Nemo, who has invented his own gaudy argot and watched its more striking phrases incorporated into Broadwayese. To Nemo, who is more widely known as "The Neem," a person with the distinguished endowments of Bing Crosby, for instance, "comes on prehistoric," which means that Crosby "hits" one like a caveman when he sings. But Nemo is nothing if not intricate and, to him, Crosby is never merely Crosby, but either "The Crosbyworld" or "That Crosby with the Bingsten frontpiece."

The student of Broadwayese could do worse than examine this statement of Nemo's which was delivered in response to a query for his views on Irving Berlin. "You mean that Berlin with the Irving frontpiece? Well, solid! It does me proud to spiel about the great one and, if you want a real hep taken-apart glimpse of the master, you couldn't have grapevined a better character than the hit-the-beam-with-Neem type."

CONTINUED ON PAGE 18



*till the lights go on again*

**T**HE railroads face tasks today that are difficult to picture.

Passenger traffic has just about doubled in the last year.

A troop train starts off every six minutes of the day and night.

A freight train starts off every four seconds.

All this must be handled with just about the same equipment the railroads had before the war.

That means greatly increased wear and tear on engines, cars, rails and other equipment. And till the war is over, and the lights go on again, adequate replacement will not be possible.

But the day is coming when this replacement will be imperative. And it is going to take billions of dollars.

Where will this money come from?

We think the right way to provide it is to permit the railroads to build up adequate reserves now which can be used to pay for new cars and locomotives, new track and other facilities to replace those now being worn out in war service.

If this is done, the railroads will be able to keep on providing the dependable, low-priced transportation which made possible the peacetime growth and development of this country, and which is now an essential part of the nation's war effort.

**AMERICAN**  **RAILROADS**  
ALL UNITED FOR VICTORY



# LIFE'S REPORTS

(continued)

Unfortunately for the novice who is bent upon acquiring a smattering of Broadwayese in a hurry, Nemo's idiom represents but one facet of the argot, just as a press agent named Douglas Whitney, the theatrical weekly *Variety* and the short stories of Damon Runyon represent other facets. Whitney's specialty is the use of "o" suffixes to lend his speech a Spanish phonetic quality. Instead of saying "Deal the cards" he substitutes "Delardo de cartos" and for "I don't want that card," "Rejecto de carto." Whitney's long association with show people is apparent in his idiom, and consequently a crooner, for example, is to him a "Sinatraro" and a telephone an "Amechello," presumably after Don Ameche, a movie actor who played Alexander Graham Bell in the 20th Century-Fox movie about the invention of that instrument.

## "Variety-ese"—a subclassification

Not without excellent reason is *Variety* known as "The Bible of Show Business." But for the purposes of any student of Broadwayese, *Variety*'s chief significance lies in the brash, picturesque conciseness of its prose. A single issue of *Variety* selected at random produced these samples of the newspaper's argot:

Donat's 100G Per Tops for British Pix;  
Talent Cost Main Cause for Upped Nut

and

'Sky's Limit' Ace New Entry in H. O.  
L. A., Neat \$48,000; 'Hail' Strong 35G  
For 2d Wk., 'Lucky' Forte, 21½G, 4th

The first means that Robert Donat's salary of \$100,000 for making one picture is the highest ever paid by any British motion-picture company and that the dearth of talent is the chief reason for the increase in salaries. The second headline means that the motion picture *The Sky's the Limit*, which did \$48,000 in its opening week, was the most popular new picture to play Los Angeles, where most attractions were held over. *So Proudly We Hail*, another picture, did \$35,000 in its second week, while *Mr. Lucky*, in its fourth week, drew \$22,500.

Damon Runyon, whose short stories are widely accepted as models of Broadwayese, is reliably reported to have acquired the bulk of his philological research from one Chuck Green, a peripatetic jewelry salesman who carries his merchandise in his suit pockets and transacts his business in Broadway hangouts. It was of him that the comedian Milton Berle once remarked: "He's buying a new suit so he can open a branch office." However, any investigation of either Green's argot or Runyon's short stories will reveal that they are too highly specialized to be considered representative Broadwayese. The student is cautioned to pass up these sources.

## The factor of tautology

It is extremely unlikely that many chorus girls are acquainted with William Wordsworth's preface to the *Lyrical Ballads*, but much of their speech would appear to indicate otherwise. As a painstaking craftsman, Wordsworth was absorbed with words and their power. This absorption led him to investigate tautology. Tautology is the use of the same word or similar words over and over again to convey passion and deep feeling. Chorus girls employ this device without stint and their speech is marked by the almost monotonous repetition of the same words and expressions. In conveying ecstasy, for example, they rely almost exclusively upon these expressions: "Blast my wig," "Float my toupee," "Talk to me Baby," "Make me believe it," "Murder he says!" and "Fractured me." The remarks are uttered without particular discrimination on any and all occasions when the speaker feels impelled to register enchantment. It is doubtful, however, if Wordsworth would have sanctioned such an abuse of tautology, for, instead of achieving the effect of passion in the mouth of chorines, it frequently merely serves to point out their lexicographic deficiencies.

But in at least one respect—an ability to handle the retort proper—chorus girls have proved themselves prodigiously adept. They dispose of a bore with such acid remarks as "Who wears your clean shirts?" and "You're the greatest thing since 7-Up, Pepsi-Cola and metal-tip shoelaces." Their response to a joke that falls flat or to an

CONTINUED ON PAGE 20

I can do with less  
if it's Kayser  
because I depend on the  
quality of Kayser  
hosiery...  
and buy more  
bonds.

**KAYSER**  
GLOVES UNDERWEAR  
HOSIERY LINGERIE  
Be unser. Buy Kayser.



*"As indispensable as a toothbrush"*

**And that familiar saying  
pretty well points out  
how important a daily  
necessity a toothbrush is.**

**E**qually as important as the need for brushing your teeth is the design of your toothbrush. Any dentist will tell you which size and shape of brushhead to get. And whichever design is recommended, you'll find your best buy for health protection and brighter teeth in a Dr. West's Miracle-Tuft. For in addition to a choice of shapes and sizes, Miracle-Tuft offers exclusive "EXTON" brand bristling . . . sturdy, non-wilt bristles which mean longer life and more thorough tooth cleansing.



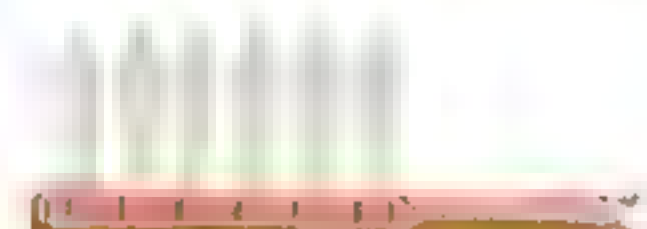
IN ADDITION TO THE FAMOUS REGULAR SHAPE, DR. WEST'S NOW OFFERS **Two Great 2-Row Brushes**



**"PROFESSIONAL"** A smaller brushhead in the famous Dr. West's double-convex design—a brush that is preferred by many.



**"ORO"** Designed at the request of leading dental specialists. The shape many dentists recommend for cleaning and massage.



**50¢**

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Miracle-Tuft now also in cartons 50¢



No change in quality, only in package. Great numbers of our famous glass tubes have been enlisted to carry medicines and serums to our fighting men. That's why many Miracle-Tuft Toothbrushes are now packed in cartons.



# SLUGGING JACK RABBIT!

THE DESERT JACK RABBIT,  
FIGHTING INSIGNIA OF THE  
96th FIGHTER SQUADRON,  
U. S. ARMY AIR FORCES



OLDSMOBILE SALUTES THE 96TH FIGHTER SQUADRON, THE "SLUGGING JACK RABBITS" OF THE AIR. Their colorful insignia, proudly displayed on the sides of their planes, suggests the speed and agility with which they dash through the skies in action against the enemy. Note the fighting stance and the boxing gloves, symbolic of their fight-power. Like many of the Army's famous fighter squadrons, the 96th fights with cannon! More Fire-Power for them from Oldsmobile, more power to every man of the great U. S. Army Air Forces!

 **FIRE-POWER**  
*is Our Business!*

Giving the Slugging Jack Rabbits their "Sunday punch"—building *automatic cannon* for the 96th Fighters and other American squadrons—that's our job

at Oldsmobile. These guns are *true cannon*, firing high-explosive shell that will blast holes in aircraft armor plate—yet they shoot with *machine gun* speed. They'll knock down any plane that flies. They'll stop a tank, wreck a locomotive, even sink a ship! . . . In addition, Oldsmobile builds high-velocity cannon for tanks

and tank destroyers—shell for both Army and Navy. Our wartime specialty is Fire-Power; our wartime job . . .

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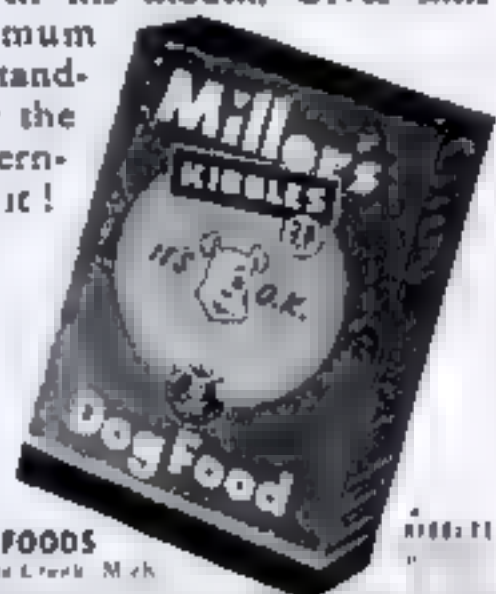


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Deliciously balanced Meat Meal of 50% protein, cereals, vitamins, minerals — Miller's Kibbles probably comes closest to giving your dog the solid chewy food he liked so well before the war. It never gets mushy or sticky in his mouth. Gives him the maximum protein standard set by the U. S. Government. Try it!



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## LIFE'S REPORTS (continued)

awkward bit of conversation might be "Love that boy," "Glad to see yuh" (in which the "yuh" is strongly stressed), "Are you for sure?", "Great" (spoken with rolling "R's") or "Kidding, bud?" But inasmuch as all these expressions have to a large extent outlived their usefulness, anyone who wishes to become fluent in up-to-date Broadwayese should make it a point to avoid them.

The great charm of Broadwayese is that it is constantly renewing itself. What was fashionable six months ago may be outmoded today. This constant state of flux imposes upon an advanced student of the argot the necessity of keeping in touch with authoritative sources. At the moment, chorus girls in Hollywood are employing certain expressions that doubtless will become part of Broadwayese before long. Such phrases as "Don't call, leave your phone number," "Enjoyed your work," "Please be brief," "Pencil you in," "Leave your pictures" and "I may have a weekend for you" are current favorites. These expressions all reflect the acting ambition of the speaker and the chatter of the casting office.

## Stichomythy

Noel Coward readers who are embarking upon a clinical study of Broadwayese will find that their background is of considerable aid. For Coward and Broadwayese have one thing in common. That is stichomythy. Stichomythy, which is dialogue of short, quick sentences, was common in Greek tragedy. In *Private Lives* this bit of stichomythy occurs:

She: How was it?

He: The world?

She: Yes.

He: Oh, highly enjoyable.

She: China must be very interesting.

He: Very big, China.

She: And Japan?

He: Very small.

Stichomythy in Broadwayese "Watcha know, man?"

"Don't know nothin', man."

"Well, solid."

An acquaintance with motor-minded adjectives, highly popular with such 19th Century English poets as Keats and Shelley, is desirable in learning Broadwayese. It should be explained that a motor-minded adjective or expression is one in which the words convey the feeling of motion. In Broadwayese "the key to the door" might be "the twister to the slammer," for example. Here

Now who's at fault—  
I'm all upset  
Just why is Kleenex  
Hard to get?



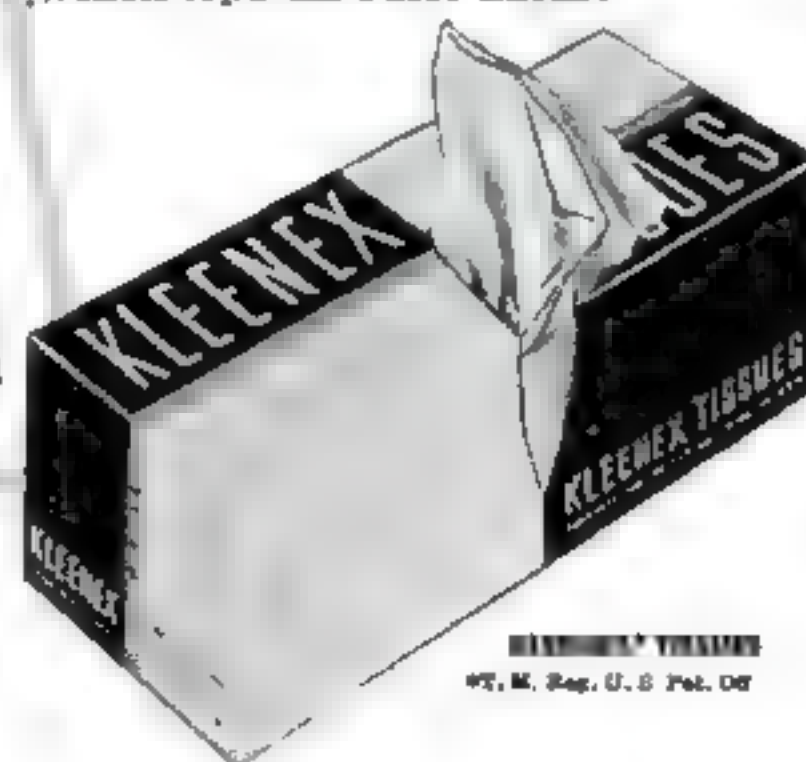
## Every Minute Counts!



Authorities say 1/3 of all work-time lost in war industries from illness is due to the common cold! To reduce absenteeism use Kleenex at the first sign of a snuffle and help keep your cold from spreading to others. Kleenex as a handkerchief is kind to your nose, your neighbor, your nation! You use each tissue just once, then destroy—germs and all!



Not us! Whatever others do,  
We have made up our minds  
To keep that tissue quality  
Which tops all other kinds!



REGISTERED TRADEMARK  
© 1942, M. Reg. U. S. Pat. Off.

**P.S.** Do try your dealer soon again—  
He ought to have more Kleenex then.

CONTINUED ON NEXT PAGE



# "I didn't learn THIS at Finishing School!"



THEY TAUGHT ME all the social graces—but what I *didn't* learn is that a strong, harsh-acting cathartic can often be very punishing! So, for years, I kept dosing myself needlessly with a nasty-tasting medicine that always left me feeling weak and upset.

**Some laxatives are too strong!**



THEN I "GRADUATED" to another laxative which I thought would be easier on me. That was my second mistake! This new medicine tasted almost as bad as the first. On top of that, it failed to give me proper relief—so that I actually felt *worse* than before.

**Some laxatives are too mild!**



A FRIEND OF MINE finally tipped me off to Ex-Lax. What a difference! Ex-Lax is so pleasant to take—tastes just like fine chocolate. And it was such a relief to find a laxative that works *easily* and *effectively* at the same time! Ex-Lax is not too strong—not too mild...

**EX-LAX is the Happy Medium!**

IF YOU NEED A LAXATIVE WHEN YOU HAVE A COLD—

Don't dose yourself with harsh, upsetting purgatives. Take Ex-Lax—the Chocolated Laxative! It's thoroughly effective, but kind and gentle!

As a precaution use only as directed

10c and 25c at all drug stores

## EX-LAX

THE "HAPPY MEDIUM" LAXATIVE

### LIFE'S REPORTS (continued)

one gets the sense of the key's being twisted and instead of the flat word "door," "slammer" is used, thus rendering the noise that the door makes.

Motor-mindedness reaches its most eloquent height in the speech of Duke Ellington, the bandleader whose Harlesem has wrought some unusual philological transformations. About to start off for a distant city, Ellington announces that he is going to the "furburg." At a casual glance "furburg" is meaningless, but under examination it emerges as a motor-minded telescoping of "far" and "borough." Similarly, his "I'm going trilly" means that he is departing (the derivation is from "trolley car"), "Put me on air" means "Give me a cigaret" and "To jump salty," "To become angry." When Ellington wishes his band to play a tune slowly and solemnly he says, "Go to church."

### STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, AND MARCH 3, 1933

OF LIFE published weekly at Chicago, Illinois for October 1, 1944.  
State of New York  
County of New York

Before me, a notary public in and for the State and county aforesaid, personally appeared Andrew Heiskell, who, having been duly sworn according to law, depose and say that he is the General Manager of LIFE and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537 Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor and general manager are Publisher Roy E. Larsen Time & Life Bldg. Rockefeller Center New York 20, N. Y. Editor Henry A. Luce, Time & Life Bldg. Rockefeller Center New York 20, N. Y. Managing Editor John Shaw Billings, Time & Life Bldg. Rockefeller Center New York 20, N. Y. General Manager Andrew Heiskell, Time & Life Bldg. Rockefeller Center New York 20, N. Y.

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3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None.

4. That the two paragraphs next above giving the names of the owners, stockholders, and security holders, if any contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given also that the said two paragraphs contain statements embracing within full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

(Signed) Andrew Heiskell  
General Manager  
Sworn to and subscribed before me this 20th day of September, 1944.

(SEAL) Migna V. Hartsell  
(My commission expires March 30, 1944.)

Hasn't missed yet!

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HOLLYWOOD

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Dedicated to your off-duty hours—this easy-fitting, broad shouldered, handsome shirt. Wear it inside or outside your slacks—it's equally SMART!

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# THEY FLEW TO VICTORY ON MILLIONTHS OF AN INCH



THE front pages of the country's newspapers have been so full of the battle of Italy that it rather takes a person's breath to run suddenly into a news item that 147 Jap cruisers and destroyers have been sunk! That's nearly as many as the Japs had to start the war, and most of us here at home never even dreamed we were doing such a nice job of whittling on Tojo!

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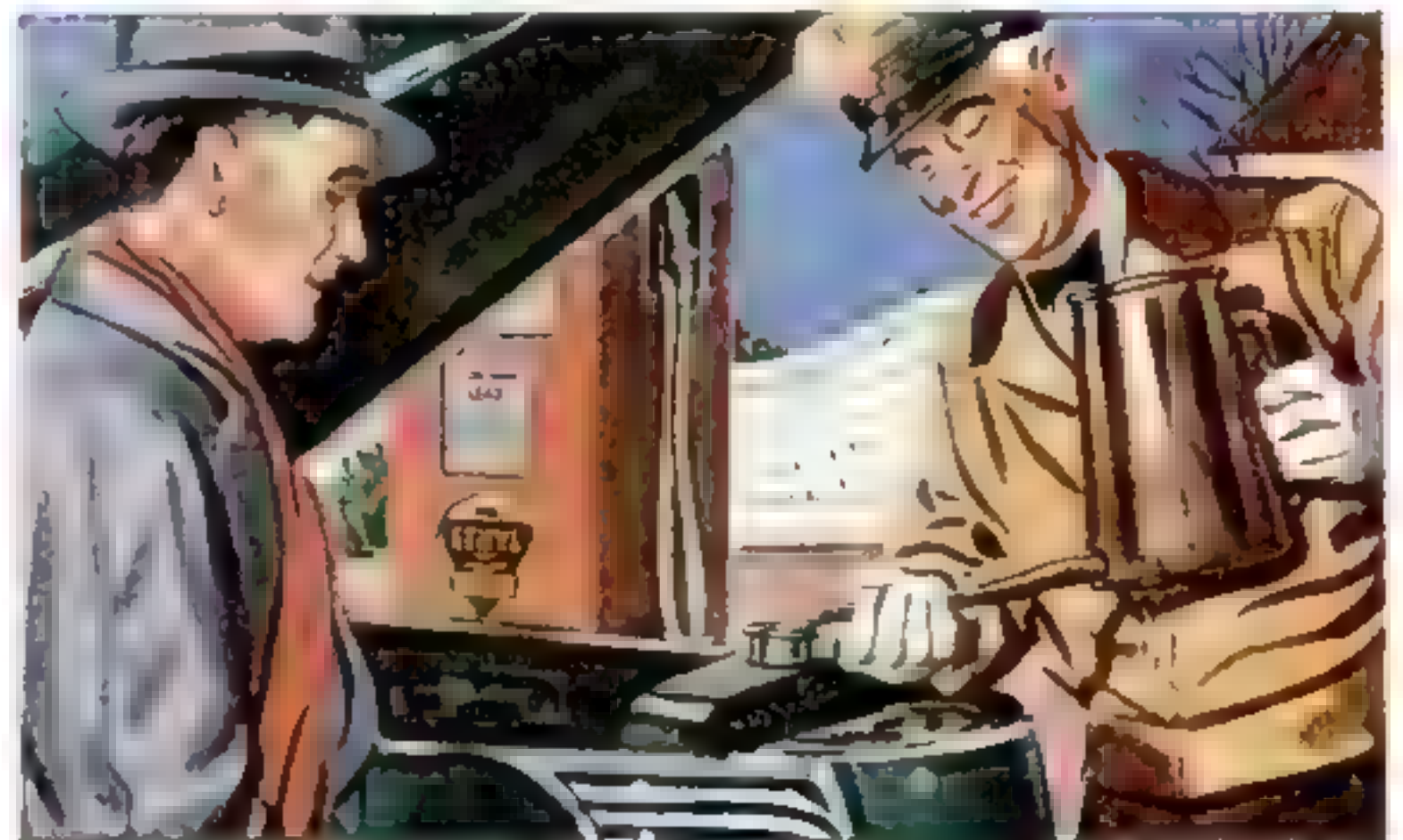
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## LIFE'S PICTURES

LIFE Photographer Albert Fenn is shelving his photographic equipment this week in favor of a U. S. Army uniform, but that equipment was almost put out of use ahead of schedule by the inquisitiveness of the youthful subjects of the Backyard Party in Chicago story (pages 126-129). Fenn is a 31-year-old New Yorker, married, with an 11-month-old daughter, Margot Susan. LIFE readers have recently seen his work in the picturesque story about the last run on Colorado & Southern's narrow-gauge molybdenum line (LIFE, Sept. 13).

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified

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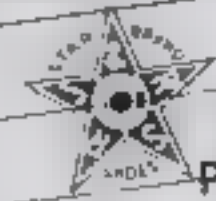
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WATCHING THROUGH A WAIST-GUNNER'S WINDOW OF A FLYING FORTRESS GENERAL MACARTHUR SHOUTS A DESCRIPTION OF THE ALLIED PARATROOP LANDING NORTH OF LAE

## ALLIES ADVANCE IN SOUTH PACIFIC

The wheels of war turn slowly in the South Pacific. Last week Allied troops under General MacArthur reached the Jap base at Finschafen on New Guinea's Huon Peninsula opposite New Britain Island. The week before Salamaua and Lae had fallen. Soon the Japs in their big base at Rabaul on New Britain will be flanked to the south and to the east.

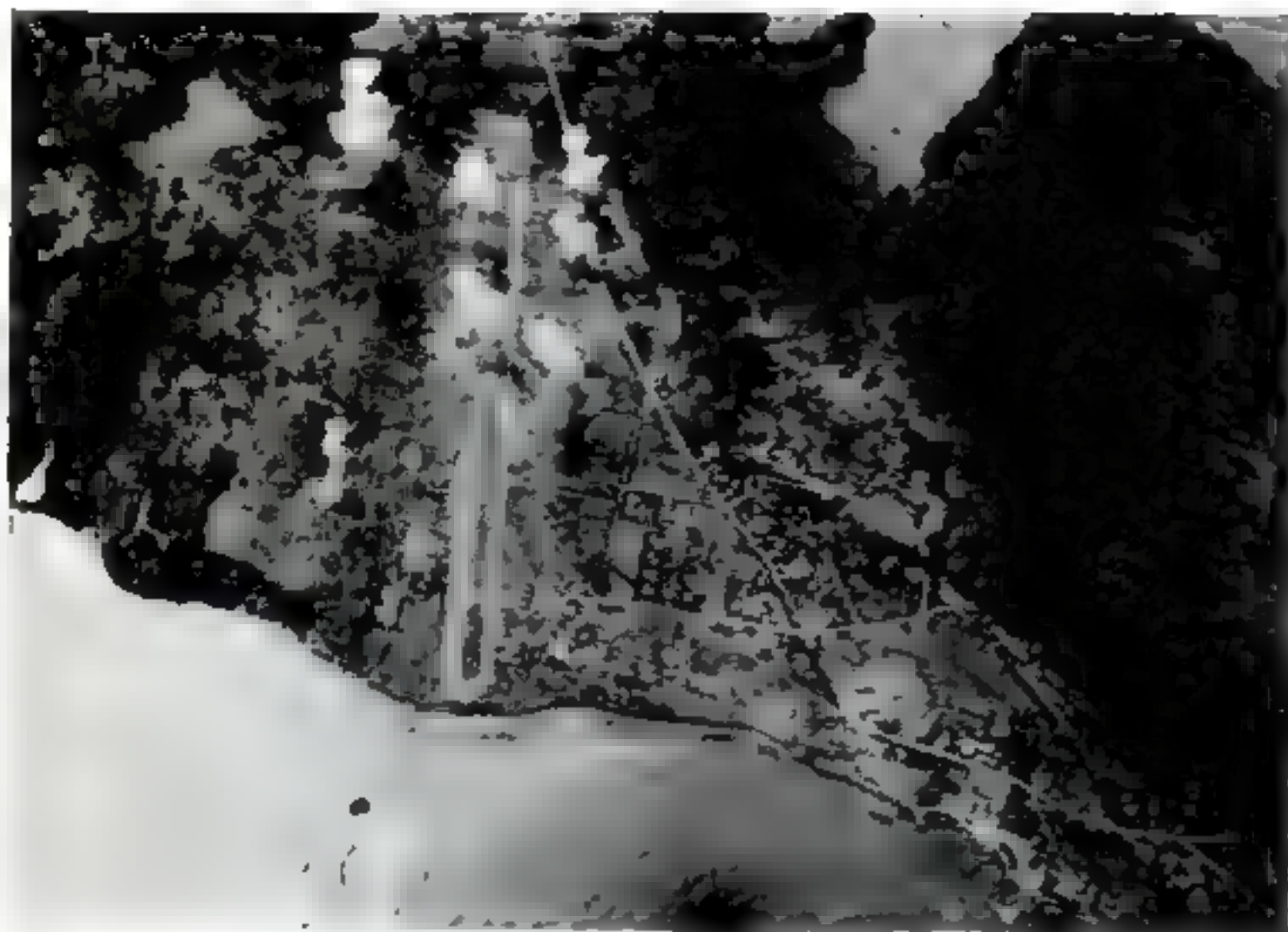
These were not spectacular advances, but they were real accomplishments, made under difficult conditions. MacArthur probably still did not have

enough troops or planes to mount a major offensive toward the north or west. The battleground itself was a land of peaks and jungles where disease still plagued the fighting troops. Distances were great and transportation facilities limited. And the Japs fought stubbornly. In the ruins of Salamaua and Lae 6,300 dead Japs had already been counted.

The most spectacular tactic of the whole New Guinea campaign was the landing of Allied paratroopers on Sept. 5 in the tall pit-pit grass of the

Markham River valley. From there they were in position to make a junction with Australian land forces and move on Lae. Riding in a Flying Fortress, General MacArthur personally led the paratroopers over their objective and from a window of his plane (above) watched the greatest air-borne attack ever made in the Pacific. On his return to headquarters, MacArthur said, "I didn't want our paratroopers to enter their first combat, fraught with such hazard, without such comfort as my presence might bring to them."





Lae, an air base and capital of New Guinea, was held by the Japanese from March 1942 until Sept. 16, 1943. This is how it looked from the air when it was being attacked by Allied bombers.

## ALLIES ADVANCE FROM EAST AND SOUTH TO CLOSE A Pincer ON JAP BASE AT RABAU

The goal of the present Allied offensive in the South Pacific is the big Jap base at Rabaul on New Britain island. This advance on Rabaul has developed into a pincer movement with one arm moving in from the east through the Solomons and the other arm coming up from the south from New Guinea. The terrain map at right, built by Norman Bel Geddes, shows this strategy.

The offensive is progressing slowly but well. In the east Munda on New Georgia has fallen and the Japs at Vila on Kolombangara face certain destruction. The next attack from this direction may hit Buin on Bougainville. In the south the Japs have been cleared out of southeastern New Guinea, and with the fall of Finschaven, Dampier and Vitiaz straits will be closed to Jap shipping and an Allied attack on New Britain itself made possible.

In the local engagements on New Guinea, MacArthur has also made effective use of pincer tactics. With Allied troops pressing a hard frontal attack on Salamaua and Lae he landed troops east of the Busu River east of Lae, then landed paratroops in the Murkham Valley (see page 31) to the west of Lae. These paratroops soon made a junction with Australian troops attacking overland from the south, and both Salamaua and Lae, surrounded on all sides, fell quickly. To make sure no Japs escaped, Australian paratroopers seized Kaiapit airfield, 70 miles to the west.

Last week MacArthur was using the same tactics to take Finschaven. Troops made an amphibious landing on the coast six miles to the north, completely outflanking it.

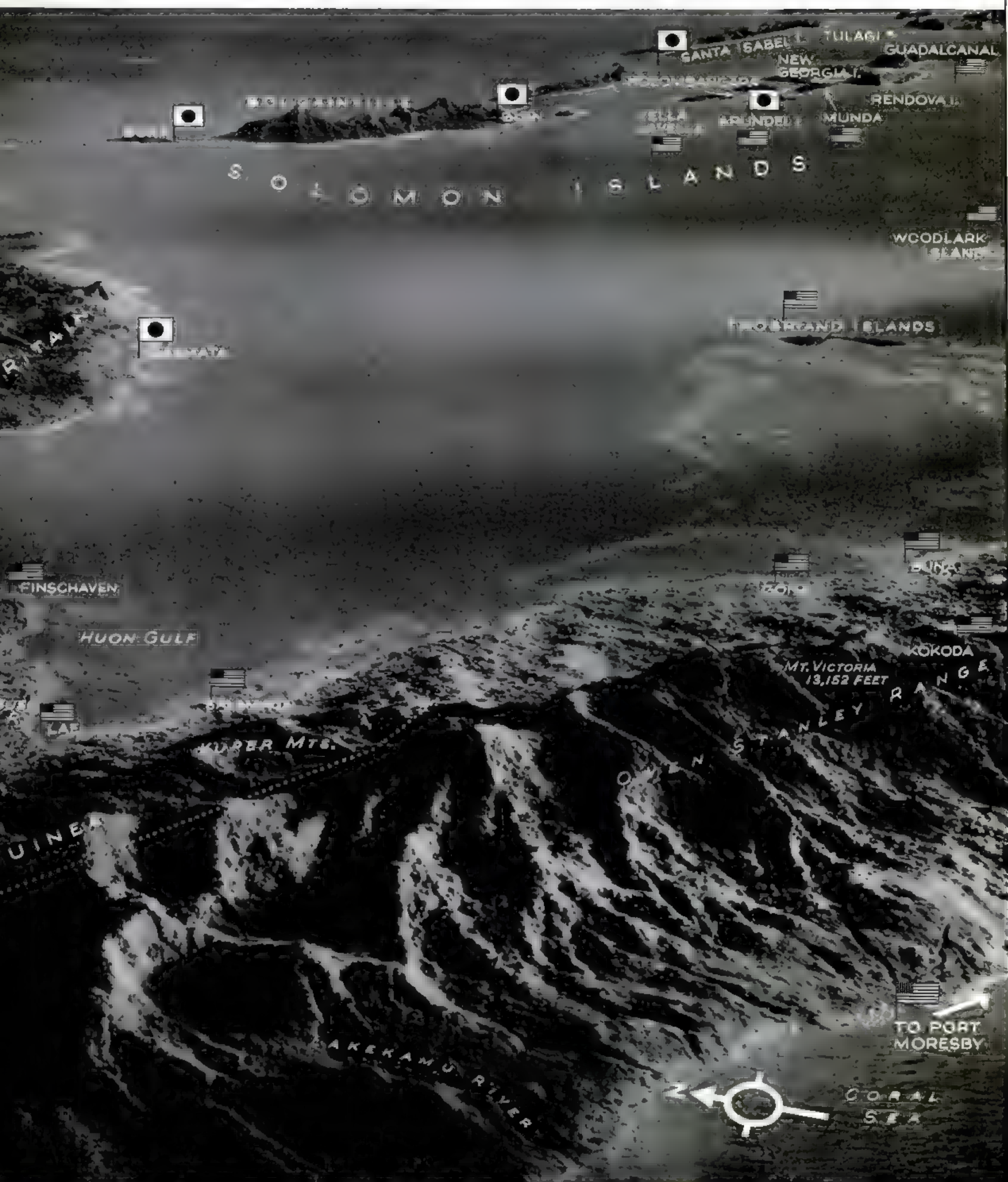


Salamaua, normally a New Guinea town of 2,068 population, was likewise taken by the Japs in March 1942. It fell to the Allies on Sept. 12, 1943. Town is located on this narrow neck of land.



Terrain map by Norman Bel Geddes shows the mountainous island area over which the battle of the South Pacific is being fought. The Allied advance has flowed up over Owen Stanley Moun-





tains, passed Kokoda, to Buna and Gona, gone on to Solomaua, Lae and Finschaven. From the east it has taken Tulagi and Guadalcanal, by-passed Santa Isabel, and moved on to Vella Lavella

and New Georgia. The number of Jap flags, however, shows that there is much of this area still held by the enemy. In addition, for thousands of miles to west and north are other Jap-held areas.





**A bomb heads** toward a camouflaged Jap ship in Hansa Bay region of northern New Guinea. The bomb, dropped by the plane which made this picture, can be seen in smoke from an earlier bomb. Japs' use of old schooners as cargo ships shows how desperate is their shipping shortage.

**The bomb smacks** directly on the Jap ship, blowing it up, while a B-25 medium bomber comes in over an island to finish the job. At left a second Jap ship is seen but, while it is being bombed, it is too busy to drop bombs into the water. In background is a formation of six more Allied planes.







**American paratroopers land** in the Markham Valley of New Guinea, west of Lae. Jumping from low-flying C-53 Douglas transports, and concealed from Jap observation by a smokescreen, some of the paratroopers have already hit the ground, while others are still on their way down.

**Americans wounded** in battle for Munda airport on New Georgia island lie in stretchers on a landing barge which will soon take them to a base hospital. Their camouflaged uniforms have been torn and blankets hurriedly thrown over them. Soldier at right has been hit in both legs.





Allies Advance in South Pacific (continued)

## GENERALS' TROUBLES

MacArthur protests Pacific strategy while Marshall awaits a transfer

While our soldiers at the fronts in New Guinea (pages 30-31) and Italy (pages 18-19) were last week getting on with the fighting, two of our greatest and busiest generals were having High Command trouble. From his headquarters in New Guinea, General MacArthur issued a statement expressing fears that his theater was being made subsidiary to that of Lord Louis Mountbatten in Burma and the western Pacific. At the same time MacArthur condemned the Allies' present policy

of "island hopping," which will take years to defeat the Japs. Said he, "My strategic conception for the Pacific theater contemplates massive strokes against only the main strategic objectives, utilizing surprise and air and ground striking power, supported and assisted by the Fleet. Island hopping is not my idea of how to end the war as soon and as cheaply as possible."

MacArthur's plaintive statement reached Washington precisely when that confused capital was in a dith-



MACARTHUR INSPECTS FIELD KITCHEN OF OUTFIT TRAINING SOMEWHERE IN NEW GUINEA



MACARTHUR TALKS WITH A U. S. SERGEANT WHO HAD BEEN WORKING IN A LAUNDRY



MACARTHUR WATCHES AN OFFICER GIVE LECTURE TO HIS MEN. HIS JOB IN THE PACIFIC IS NOT ONLY TO WAGE WAR, BUT TO TRAIN DIVISIONS BEHIND THE FRONT FOR FIGHTING



er of speculations concerning the future of the Army's able Chief of Staff, General George C. Marshall. Two weeks ago the *Army and Navy Journal* took notice of current reports that General Marshall would be transferred to England to lead the Allied invasion of Europe. The *Journal*, which usually expresses the views of the Army, deplored the reported transfer, saying that Marshall had "come into conflict with powerful interests which would like to eliminate him from the Washing-

ton picture." This story set off a host of back office rumors, all of them harmful to the national effort. Some reports had it that Marshall did not get on with the British, others that the President had soured on him and wanted a New Dealer in his job. Nobody seemed to know whether the transfer would be a promotion or a demotion—a kick upstairs to a useless job or the greatest opportunity that could be handed any soldier.

General Marshall himself, who above all else is a

good soldier, said nothing and prepared to obey whatever orders he may get. Meanwhile he took time out to warn a joint session of the Senate and House Military Affairs Committees (below) that the U. S. must draft 1,221,000 more men this year to meet the needs of the Army and Navy. If necessary, fathers must be included. Delays in the beginning of training will lead to ineffectiveness of troops and heavier losses. "I am adverse," he said, "to speculating with human lives."



ADM. KING, SEN. WHEELER, GEN. MARSHALL (L. TO R.) AT FATHERS' DRAFT HEARING

KING AND MARSHALL LISTEN, SERIOUS AND TIGHT-LIPPED, TO SEN. WHEELER'S COMPLAINTS



MARSHALL SOLEMNLY TESTIFIES THAT THERE SHOULD BE NO DELAY IN DRAFTING OF FATHERS. SAID HE, "IT APPEARS WE HAVE GOT TO THE BOTTOM OF THE MANPOWER BARREL"



# GENERAL MARSHALL

THE "GREATEST MILITARY GENIUS SINCE STONEWALL JACKSON" IS ALSO A MAN OF THE PEOPLE

One afternoon in the Summer of 1941, during maneuvers near Fort Sill, a battery commander found an ideal emplacement for a field gun under a big tree. But in order to use the position it was necessary to saw off two branches of the tree, and the Army had a rule that this could not be done without permission from the owner of the property. So while the battery commander fumed, a request for permission was sent back to headquarters, through miles of red tape, and there resulted a delay of several hours before this single gun could be placed.

Soon thereafter a correspondent who had been covering the maneuvers was granted an interview with General George Catlett Marshall, U. S. Chief of Staff. The newsmen drew the incident to the General's attention and expressed disapproval. Why didn't the Army go right ahead, do whatever damage necessary, and indemnify owners afterward? How could we prepare for war if we were going to worry about farmers' trees?

General Marshall looked at the correspondent in his easy and friendly manner. Of course, he said, it would be helpful to speed up maneuvers in that way, and doubtless the German Army would do just that. But the U. S. is not a militaristic nation. The U. S., the General pointed out, is a democracy, in which citizens have certain rights. And whatever happens we must stand for those rights and never countenance their destruction. A little delay in maneuvers, the General felt, was a small price to pay for the survival of a great principle.

Those who have interviewed General Marshall, or heard him testify before Congressional committees, will recognize in this answer the man who took over a little army of less than 200,000 men in 1939, in a nation almost unanimously set against war; who watched the big German war machine crash through the frail European outposts of democracy; and who, four years later, with an army of 7,000,000, is now battering the gates of Europe at the end of the most extended supply lines in military history. People who know General Marshall know that the secret of his success is not just military skill, which he has in abundance, but a real sense of democracy and of what it means. And they know that this peculiar combination of soldier and democrat makes him one of the greatest officers that a free people has ever reared.

## The Awkward Squad

It is always hard to figure out how big men get to be the way they are. Certainly George Marshall's start was not auspicious. He had an overpowering ambition to become a soldier, but his father, a coal and wood dealer in Uniontown, Pa., was unable to get him an

appointment to West Point and sent him to the Virginia Military Institute instead. Soon after his arrival at V. M. I. a sophomore hater accidentally ran a bayonet through George's body. After a few precarious weeks in the hospital he recovered; but he turned out to be so poor at drill that he landed in the awkward squad, and studies came so hard that he ranked only 35th in his class.

Yet George Marshall hung up a brilliant record at V. M. I. His refusal to report the sophomore who had bayoneted him won the respect of the entire institution; he was elected senior officer of his class, and held that post every year, becoming at last first captain. Most of his gains were won by hard work. Once he was reported for not having his shoes shined. Deciding that here was one chore he could do well, he went to work on his shoes—and next time was reported for wearing patent leather. It was, indeed, with difficulty that he convinced the Superintendent that the glassy surface of his shoes was the result of elbow grease. Applying himself to his studies with equal energy, he inched his way up to 15th place. And at last, in senior year, he emerged in a really spectacular way. Having won his place as ranking officer of the Cadet Corps he suddenly went out for football, made the team, and played so brilliantly that he was named tackle on the All-Southern Eleven for 1900. To this day he uses football metaphors when he wants to give a vivid description of a military maneuver.

## American Genius

It soon became evident that George Marshall had wisely chosen his career. He had a passion for all things military. At V. M. I. he scoured the Civil War battlefields, reconstructing the battles in detail. He began as a second lieutenant in the Philippines in 1902. By 1907 he was attending staff school at Leavenworth, where his great military abilities resulted in such phenomenal grades that he was appointed an instructor, while still a lieutenant, with captains and even a few majors in his class—an extraordinary arrangement at that time.

In 1913 he returned to the Philippines. Here, during some maneuvers, the chief of staff of the "defending" forces fell ill and First Lieutenant Marshall was called to take his place. He had not been told anything about the action—whether to attack or retreat, stand aside or hold his ground—but he sent for the regimental commanders, fired questions at them, had them indicate their positions on the map. He then ordered an immediate attack, dictating his entire plan of battle in complete detail and without making a single correction. A few days later

Major General J. Franklin Bell, departmental commander, called his staff together and said: "I have seen a great many plans for the defense of Manila. . . . But the best plan that I have seen, the most complete, the most concise, and the most effective . . . was dictated in the field by a lieutenant of infantry unexpectedly called from other duty. . . . Keep your eyes on George Marshall. He is the greatest military genius of America since Stonewall Jackson."

In 1917 George Marshall got his first taste of battle as a captain with a Moroccan division in France, won the Croix de Guerre and the Legion of Honor. Rising rapidly to the rank of full Colonel, he was selected by General Pershing as chief of operations for the First American Army, and in this position played the major role in one of the most brilliant maneuvers of the war—the transfer from St. Mihiel to the Argonne of 500,000 men and 2,700 guns, so deftly that the enemy was completely surprised.

## Four Stars

In chaotic Washington, torn by feuds and jealousies, George Marshall stands out today as one top official who has the respect and confidence of all. His logistical achievement in World War I was no accident; he has demonstrated a real genius for the tremendous supply and transport problems of modern warfare, and his leadership is tacitly acknowledged on both the Joint and Combined staffs. But the confidence in General Marshall springs also from human factors difficult to analyze. A man of great dignity (and sometimes of anger) his natural approach is one of modest friendliness, which is sometimes almost breath-taking. Indeed, he carries his four stars a lot more easily than some generals carry three. And there is an automatic phrase tacked on to every message that goes out to a post commander preceding a Marshall visit: "The General desires no orderlies or aides."

But above all George Marshall's strength lies in his understanding of his own countrymen. During the last five years the U. S. has had to make a dangerous transition from a nation almost insanely pacifist to one of the great military powers of history. The burden of this transition fell, more largely than most people realize, on the shoulders of the Chief of Staff; and in this position a lesser man, willing to indulge in military arrogance or in Washington politics, could have wrecked the country. General Marshall has, instead, almost saved it. He has no "opposition" worthy of the name, and if one should arise it would have to brave the wrath of the American people. The folks have confidence in this general because he never forgets the folks.

## PICTURE OF THE WEEK

The sorry sight on opposite page represents lots of Christmas affection for U. S. troops overseas—but little or no practical attention to proper packag-

ing. Christmas presents to servicemen abroad are now pouring through the New York Post Office at the rate of 7,500 sacks a day, at the peak will

be twice this. Of these, nearly 1,000 parcels burst open daily. Fifteen clerks do nothing but salvage and repack as much of this wreckage as possible





Christmas presents for servicemen overseas  
go to pieces in the New York Post Office





The family of Dunloggin Elenora was one of the farm's great prizes. Elenora (right) is 12 years old and, out of deference to age, was sold privately beforehand. Her daughter, Prond

Mistress (center), sold to the owner of the Curtiss Candy Co. for \$10,000, only \$100 below the top cow price of the sale. A younger daughter, Mistress Melody (left), brought \$7,000.



The Natwick family sat in front row and watched their herd sell off one by one. Mr. Natwick (wearing hat) is next to his daughter and wife. Short-sleeved man leaning forward is Paul

Misner, who built up and managed Dunloggin. Calf on side is daughter of Lochovar (see right). She brought \$1,450. Below, an otherwise well-bred calf balks at going to the sale.



The sale took place under a big tent. Auctioneer, R. Austin Backus of Mexico, N. Y., presided from stand decorated

## CATTLE SALE

Auction of Dunloggin Holstein herd brings highest prices in history

Highest priced animal in sale was Montvic Lochovar, wonderful bull. For only half interest in him the Butterly Farms,







with Dunloggin's prize ribbons. Two assistant auctioneers stood at the rim of ring, picking up the bids. Repartee was

**W**hen the last cow was sold at Dunloggin Farms on Sept. 10, the auctioneers totting up their accounts knew that they had made Holstein history. Grand total brought by the sale of 230 Dunloggin bulls, cows, heifers and calves was \$383,700, greatest sum ever realized on a dairy herd in cattle auction history. For the two-day sale, 2,000 people had come to Ellicott City, Md., some all the way from California and Canada.

Dunloggin belonged to Joseph Natwick, rich, self-

owned by Auctioneer Backus, paid \$13,000. Lochinvar will spend six months with one half-owner and six months with

quick all round. When an impatient cow moored, auctioneer eluded her. "Shut up," he said, "we're doing the best we can."

made lumberman who, having cut over a big Maryland tract, decided to breed prize cows there. He was done with logging, he said, so he named his farm Dunloggin. Carefully and expensively built up and bred, the Dunloggin animals became one of the world's great Holstein-Friesian herds. This year, Natwick decided to sell his farm, partly because he and his manager could no longer run it and partly because prize dairy cattle are now bringing the highest prices in 20 years.

the other. When the auctioneer explained that only half of Lochinvar was up for sale, buyers called out: "Which half?"



**Young bidder.** 16-year-old John Ruth, hugs his new-bought heifer. Told by his folks that he could go up to \$2,000, John bid \$4,100 which turned out to be all right with the family.



**Owen D. Young.** General Electric's chairman, attended but bought nothing. Below right is Edwin Johnson, the son of Walter, the great pitcher, who bought for his Maryland farm.







THROUGH PUFFS OF ACK-ACK GERMAN MESSERSCHMITT 109'S, CARRYING BOMBS, ATTACK ALLIED POSITIONS. AT RIGHT ONE OF THEM GOES DOWN IN LONG TRAIL OF BLACK SMOKE



PUFFS OF WHITE SMOKE, 700 YARDS AWAY, SHOW WHERE U. S. SHELLS ARE BURSTING. BELOW, ALLIED GUNS AND TANKS HIT A FACTORY JUST BEFORE A NAZI COUNTERATTACK BEGINS





# BATTLE OF ITALY

Moving inland, Allies prepare to drive north on Naples and Rome

The Allied Fifth and Eighth Armies were last week opening a door into Italy. The hinge of the door was on the Sorrento heights, facing Naples. The door itself had swung far inland and north from the original beach-head to a line drawn across the entire peninsula from Bari to Salerno. In complete control of all southern Italy, and daily reinforced with men, guns and supplies, the Allies were ready to drive north into Naples, Foggia and Rome.

Accompanying the Allied armies in Italy was LIFE Photographer George Rodger. In the first few days after his amphibious landing on the marshy ground of the Salerno plain, Rodger watched German Messerschmitts dive-bomb Allied ships and troops, while Allied fighter planes went screaming in pursuit of them. On the ground he saw enemy tank counterattacks stopped by brilliant artillery fire and concentrated bombing, which also paved the way for a powerful Allied advance inland. When the front became strangely silent, he played baseball with Red Cross ambulance crews near the lovely Greek temples of Neptune and Ceres at Paestum. His pictures of some of these events are printed here.

Simultaneous with the beginning of the Allied advance northward in Italy, the Germans announced that they had evacuated Smolensk on the central Russian front in what was the most important Red Army victory of the year. It was not clear as yet whether the Nazis were retreating solely because of the strength of the Red Army or whether they had withdrawn troops from Russia to make a major stand in Italy. What was obvious, however, was that the Nazis would have to make a major effort somewhere to stop the Allies.



NAZI AMMUNITION DUMP IN TOBACCO FACTORY IS HIT AND GOES UP IN SHEETS OF FLAME AND WALL OF BLACK SMOKE



Near the Temple of Neptune at Paestum, American Red Cross ambulance drivers toss a baseball during a lull at the front.

The town of Paestum was founded by the Greeks about 600 B. C. and its temples, next to those of Athens, are the best

existing examples of the simple, majestic Greek architecture. This temple of Neptune was built in the 5th Century B. C.





SHIRLEY TEMPLE AND MARY PICKFORD LEAVE SET OF "SINCE YOU WENT AWAY," MISS TEMPLE'S NEW PICTURE. EVENT WAS A HOUSEWARMING ON FIRST DAY OF SHOOTING

## TWO GREATEST HAS-BEENS

**S**hirley Temple and Mary Pickford are seen here on a Hollywood movie set. Miss Temple is 15. Mary Pickford is 50. They are almost of a size. Their combined careers almost span the history of the motion-picture industry. Mary Pickford has appeared in 60 full-length movies, Shirley Temple in 28. They are Hollywood's two greatest has-beens.

They are has-beens in the same peculiar way. Both

of them have finished great movie careers. Mary Pickford as "America's Sweetheart" Shirley Temple as the screen's greatest child actress. Miss Temple, for many years a top box office draw as a curly headed moppet, is now taking on her first real dramatic role. When Mary Pickford was her age she was appearing in David Belasco's *Warrens of Virginia*.

The occasion for their meeting was an on-the-set

party to celebrate the first day of shooting on Shirley Temple's new picture, United Artists' *Since You Went Away*. Miss Pickford, a part owner of United Artists, is also beginning a new movie career. Recently she paid \$410,000 (the top price for a Broadway play) for the screen rights to *Junior Miss*, which she will soon produce. It is rumored that Shirley Temple will have one of leading roles in the movie





## MEET *Risë Stevens*... MEZZO MAGNIFICENT OF THE "MET"

FORTUNE smiled when Risé Stevens was born. Not only does this world-famous Metropolitan star possess beauty and remarkable dramatic gifts—but the rare flexibility, the warmth and richness, the vital freshness of her voice make her one of the truly great mezzo-sopranos of our time.

Young in years, she nevertheless brings to the great operatic roles a depth of feeling and understanding which is magnificently mature. The eloquence of her singing is completely captured on the Sensitone-Surface of Columbia Masterworks Records.

Hear her as Carmen, singing the *Habañera* (71192-D). As Leonora, in the lovely aria *O Mio Fernando*, from "La Favorita" (71440-D). As

Orpheus, mourning for Eurydice, in *Che Farò Senza Euridice* (71365-D). Unforgettable performances—brilliantly recorded!

Like so many great artists, Risé Stevens now records exclusively on Columbia Masterworks. These records are laminated—pressed in layers, with surfaces of highly sensitized, longer-wearing materials. The Sensitone-Surface, exclusive with Columbia, makes possible far truer tone and amazing freedom from needle noise.

Columbia brings you Risé Stevens and many other famous artists . . . Nathan Milstein . . . Salvatore Baccaloni . . . John Barbirolli . . . Gregor Piatigorsky . . . Rudolf Serkin. Great music by the world's great artists is faithfully yours on Columbia Masterworks Records!

**COLUMBIA** *Masterworks* **RECORDS**

Trade Mark "Columbia," "Masterworks" and Reg. U. S. Pat. Off.

From these are pictures of some

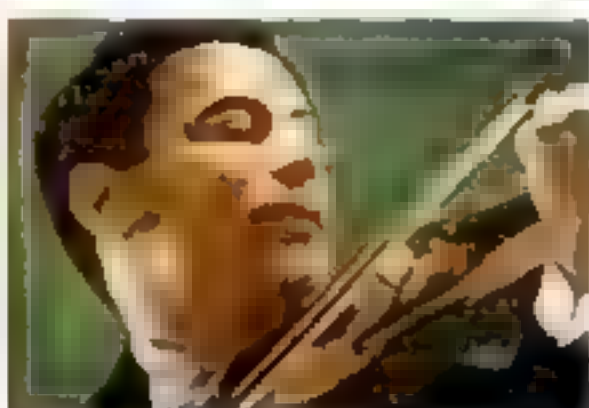
Columbia Recording Corporation A Subsidiary of Columbia Broadcasting System, Inc.



Gregor Piatigorsky, cellist, plays the *Concerto No. 1 in A Minor* by Saint-Saëns with rare feeling and tonal richness. Set X-MX-182 . . . \$2.50  
The Piatigorsky *Encore Album* of concert favorites. Set M-501 . . . \$2.75



Salvatore Baccaloni, famed basso buffo of the Metropolitan, sings *Udite, Udite, O Rustici*, from Donizetti's opera, "L'Elisir d'Amore." 71383-D . . \$1.00  
Arias from "The Barber of Seville" and "Marriage of Figaro." 71193-D . \$1.00



Nathan Milstein, violinist: Bruch's *Concerto No. 1 in G Minor* One of the most popular concertos of all time, at its best. Set M-MM-517 . . . \$3.50  
Wieniawski's *Polonaise Brillante in D* and *Romance*. 69032-D . . . \$1.00



John Barbirolli, conducting the Philharmonic-Sym. Orch. of N. Y.: Rimsky-Korsakov's *Capriccio Espagnol*. Superlatively recorded. Set X-MX-183, \$2.50  
Jas Sibelius' great *Symphony No. 1 in E Minor*. Set M-MM-532 . . \$5.50



Rudolf Serkin, pianist. Beethoven's *Sonata No. 14 in C Sharp Minor* ("Moonlight"). Truly a superb performance. Set X-MX-237 . . . \$2.50  
Beethoven's *Concerto No. 5 in E-Flat Major* ("Emperor"). Set M-MM-500, \$5.50





"Welcome home, Bob..."

**DRY** Paul Jones...a gentlemen's whiskey since 1865

THE *DRYNESS* of Paul Jones Whiskey... like the *dryness* of champagne...permits you to enjoy the full flavor, the full richness and mellowness of this truly great American whiskey. See for yourself, next time you try

this superlative *dry* Paul Jones.

If you can't always get Dry Paul Jones... please be patient. We are trying to apportion our prewar stocks of Paul Jones to assure

you a continuing supply for the duration. Our distilleries are now 100% in the production of alcohol for rubber, explosives, and other war materials. (Our prices have not been increased, except for government taxes.)

*A blend of straight whiskies—90 proof. Frankfort Distilleries, Inc., Louisville & Baltimore*





YOUNGEST TAKES CAREFUL AIM THROUGH THE SIGHTS OF THE ARMY'S LATEST 37-MM. ANTI-AIRCRAFT GUN. THIS WAS FAVORITE PLAYTHING FOR WASHINGTON KIDS

## KIDS & GUNS

Armament display at Washington war-bond show is a children's paradise

To promote the sale of bonds in the Third War Loan drive, the Army set up a gigantic array of its own and Axis equipment at the foot of Washington, D. C.'s Washington Monument. Besides inspiring citizens to buy more bonds, it provided a field day for Washington children. With the wartime zest of kids all over the world, they swarmed over fieldpieces, tanks and jeeps, pretending to fire big guns and ride roughshod through hordes of Nazi soldiers. They also had a fine

time at the simulated actions the Army put on to demonstrate how the equipment was used at the front. In one, a U. S. soldier who dressed as a German was roundly hissed by packs of small fry and assaulted by one patriotic 4-year-old. When the kids found out that all lost children were paged over the public-address system from a Red Cross tent, they came in droves announcing they could not find their parents just for the thrill of hearing their names on the air.





TEACHING NEW MOTHERS IN A MODERN HOSPITAL HOW TO CARE FOR BABIES AT HOME

## Wartime QUIZ for Mothers

These vital questions about baby care were asked of 6,000 physicians, including most of America's baby specialists, by a leading medical journal. Here are their answers:



**QUESTION:** "Do you favor the use of oil on baby's skin?"

**ANSWER:** Over 95% of physicians said yes. Hospitals advise the same (almost all hospitals use Mennen Oil—because it's antiseptic).



**QUESTION:** "Should oil be used all over baby's body daily?"

**ANSWER:** 3 out of 4 physicians said yes—helps prevent dryness, chafing. (Most important—antiseptic oil helps protect skin against germs).



**QUESTION:** "Should oil be used after every diaper change?"

**ANSWER:** 3 out of 4 physicians said yes. (Antiseptic oil helps prevent diaper rash caused by action of germs in contact with wet diapers).



**QUESTION:** "Up to what age should oil be used on baby?"

**ANSWER:** Physicians said, on average, "Continue using oil until baby is over 6 months old." Many advised using oil up to 18 months.



**ANSWER:** 4 out of 5 physicians said baby oil should be antiseptic. Only one widely-sold baby oil is antiseptic—Mennen. It helps check harmful germs, hence helps prevent prickly heat, diaper rash, impetigo, other irritations. Hospitals find Mennen is also gentlest, keeps skin smoothest. Special ingredient soothes itching, smarting. Use the best for your baby—Mennen Antiseptic Oil.

## Kids & Guns (continued)



Perched on the barrel of a big 155-mm. gun, mounted on M-3 tank chassis, a small boy in his best suit looks out over the crowd at the Washington Monument grounds.



Father lifts his son to peer into the finder telescope of an anti-aircraft gun director. This is used to spot and plot the path of high-flying enemy bombers and fighters.



Brother and sister stand together on an M-12 tank destroyer. Parents found it hard to keep track of their children in the maze of tents, guns, trucks, jeeps and tanks.





1. I'm Minerva, goddess of Wisdom. I get wind of another gal Minerva, who's filling the job of a man gone off to the wars. Seeing as she's named after me, I sorta take a personal interest in her.



2. Minerva drives a bus that feeds four war plants. After chauffeuring this ten-ton juggernaut all day, she doesn't sleep a wink all night. Even goddesses couldn't stand that pace.



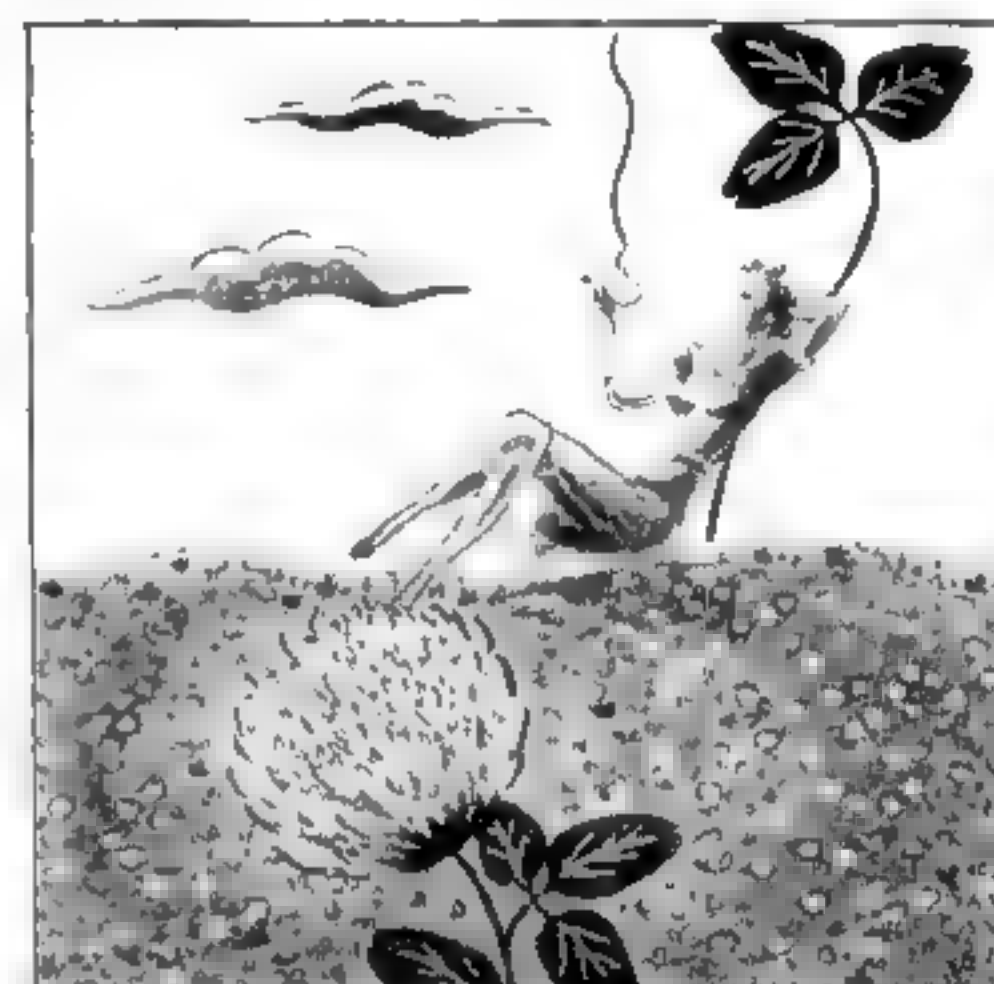
3. So I go calling on this other Minerva to see if I can't wise her up. After all, that's my racket. Sure enough, at 3 A.M., when she ought to be sawing wood, she's sittin' up knittin'.



4. You'll wreck that bus of yours one of these days if you don't get some sleep, I tell her. And instead of helping your Uncle Sam's war effort, you'll be sabotaging it.\*



5. Now listen, Min. I've been checking. You're one of those people who are affected by the caffeine in coffee. It makes you high-strung. That's why you've been company for the owls lately.



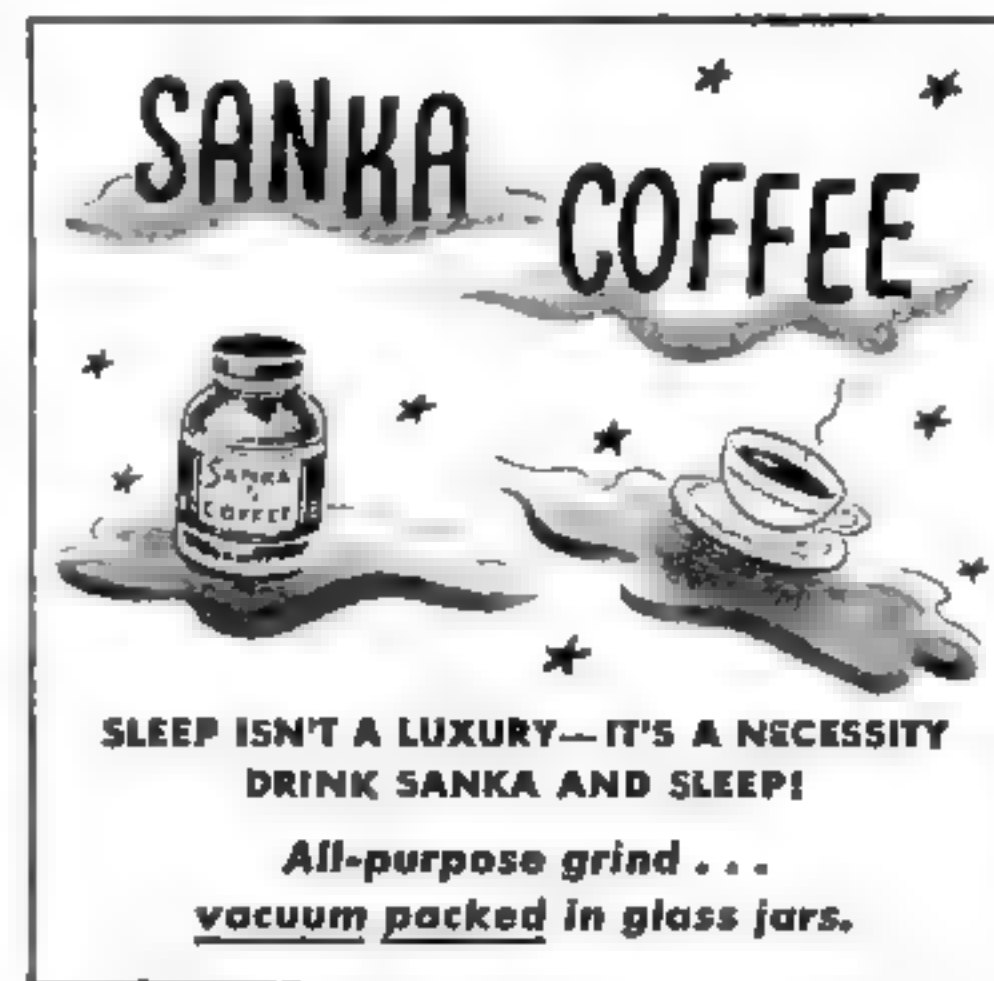
6. All you have to do, I advise her, is switch to caffeine-free Sanka Coffee, which can't keep you awake. Then you'll be in clover. A nice, big, sweet-smelling field of it to fall asleep in.



7. Sanka, you see, is real coffee, with 97% of the caffeine removed. That's why it can't jangle nerves or prevent sleep. And Sanka's grand aroma and full coffee flavor are straight from heaven.



8. Next night I go back to Min's place for another sales talk. But she must have switched to Sanka that day, because she's fast asleep. But fast. No wonder I'm head of the Wisdom Dep't!



★ WOMEN! Find your right war job. Check the want ads; go to your local United States Employment Service Office for advice. The More Women at Work — the Sooner We'll Win!





## WHEN SHOES FIT RIGHT FEET FEEL RIGHT!

The Army knows this: a man does better, feels better, when his shoes are comfortable—fitted to his feet in action. That goes for any walk of life, soldier or civilian. Get Walk-Fitted Bostonians and learn what it means to walk it and like it. Bostonians

cradle and cushion your every step. They're specially treated to stand abuse—give extra miles of wear. And their Tred-Flexed soles need no "breaking in." Bostonians are the buy. Made by Commonwealth, Whitman, Mass. \$8.95 to \$12.95.

### BOSTONIANS FOR THE HOME FRONT



**TECH**—Full double soles, with two-fisted flexible soles to give you extra wear; Tred-Flexed for extra flexibility and comfort.



**CAMDEN**—A military shoe that gives civilians as well as soldiers Tred Flexed comfort and style.

# Bostonians

FIT RIGHT. FEEL RIGHT.

THEY'RE WALK-FITTED

## Kids & Guns (continued)



Two boys crouch over the firing mechanism of a 40-mm. Bofors antiaircraft gun. Such scenes as this were usually accompanied by loud shots of "Bang" from kids.



Little girl in a sailor suit climbs out of the back of a German half-track antiaircraft height-finder carrier. Many kids crawled under the seats of vehicles to play soldier.



Three boys form crew of this Italian 90-mm. antiaircraft gun. They particularly admired gun's impressive battery of dials, handles, other complicated accessories.



# What's today's most raved-over new soup?



## LIPTON'S NOODLE SOUP!

The new soup with the old-fashioned, home-made flavor — oodles of golden egg noodles.



Just empty the envelope into one quart of boiling water. Cook 7 minutes. Serve.



Makes 4 to 6 servings. Almost one and a half times as much soup as you make from the average can.

*"It had my family goggle-eyed!"* SAYS 14-YEAR OLD COOK



1. *It's my job to wangle dinner on mother's Red Cross day. And usually nobody's happy but the cat, who gets plenty of leavings. But this time I surprised them! On came big luscious bowls of homemade-tasting noodle soup, with just oodles of rich egg noodles. "Cooked it in just 7 minutes!" I bragged.*



2. *"What do you mean—7 minutes?" mother said. So I told them about my new discovery—Lipton's Noodle Soup. You just empty the envelope into a quart of boiling water, cook 7 minutes, and watch it turn into golden noodle soup. "All this from that one envelope?" father said, amazed.*

**10¢**  
PACKAGE  
Also in thrifty  
3-package  
carton

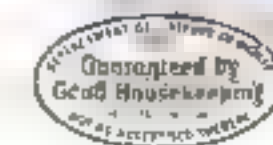


3. *"All this and a little more in the kettle!" I said. (One 10¢ package of Lipton's makes 4 to 6 helpings—almost one and a half times as much soup as the average can makes.) My family just sat back entranced. All but the cat. He walked off muffed. Not even a lick was left for him!*

America's most popular soup mix

**LIPTON'S**  
CONTINENTAL  
**NOODLE**  
**SOUP**

A prepared soup mix made by the Lipton Tea people, whose rich fragrant Lipton Tea is bought by more Americans than any other brand.







**Hemo can help you work better, too—  
Drink your Vitamins and like 'em!**

**JUST ONE GLASS OF HEMO GIVES YOU:**

- The Vitamin A in 3 baked eggs!
- PLUS**
- The Vitamin B<sub>1</sub> in 4 slices of whole wheat bread!
- PLUS**
- The Vitamin B<sub>2</sub> (G) in 4 servings of spinach!
- PLUS**
- The Vitamin B in 3 servings of beef liver!
- PLUS**
- The Niacin in 3 servings of carrots!
- PLUS**
- The Iron in  $\frac{1}{2}$  pound of beef!
- PLUS**
- The Calcium & Phosphorus in 2 servings of cauliflower and 1 serving of cooked green beans combined!

**Hemo**

IF IT'S BORDEN'S, IT'S GOT TO BE GOOD!



"**E**LMER, I'm proud of you!" praised Elsie, the Borden Cow. "You do more haying than any ten men on the place! Must be all the HEMO I feed you!"

"Ho, Ho!" roared Elmer. "So HEMO made me what I am today?"

"Not entirely, dear," laughed Elsie. "But it does help keep you fit. HEMO's a wonderful way for *all* hard-working folks to get needed vitamins. And, as you know, government authorities say that 3 out of 4 Americans may not get enough of them with meals. Now, with food shortages and rationing, isn't it just possible—?"



"Isn't it possible," cut in Elmer, "that you're a bit prejudiced in favor of HEMO?"

"And with very good reason!" answered Elsie emphatically. "JUST ONE GLASS OF HEMO (mixed in milk) gives you half your

daily needs of Iron, Calcium, and Phosphorus; and Vitamins A, B<sub>1</sub>, B<sub>2</sub> (G), D, and Niacin. Of course . . . wartime conditions



prevent putting Vitamin C in HEMO. But, folks can get that in fruit and tomato juices!"

"Oh, I see! No C!" chortled Elmer. "But do you have to go on raving about HEMO, while your husband goes raving mad with thirst? What's in that thermos, woman?"

"Nice cool HEMO," replied Elsie. "And just as soon as you finish up this load, we'll all sit down and have a glassful!"

► Serve HEMO every day at home. The full-pound jar costs only 59¢. And when you're downtown, get HEMO at soda fountains, made up in any flavor you prefer. HEMO picks you up between meals; HEMO and a sandwich make a tasty, wholesome lunch. © Borden Co.





CLIVEDEN RISES ABOVE UNKEMPT LAWNS NOW PLANTED WITH CABBAGES. THIS IS NEAR VIEW. AT RIGHT IS ONE OF MANY ITALIANATE STATUES LITTERING THE GROUND



Great hall has a magnificent mantelpiece, portrait of Lady Astor by Sargent (left) and signatures of famous visitors in

books on left side of big desk. The house is filled with Gibson Girl pictures of Lady Astor and her beautiful sisters.

## CLIVEDEN

The Astors' great house has been given to the British Government

An hour out of London, up the winding Thames, is the celebrated pile called Cliveden, long the country house of the more celebrated Lady Astor and her quiet husband, Viscount Waldorf Astor. The Astors have presented their 300-acre estate to the British Government "to promote friendship" between the U. S., Britain and the Dominions. However, the Astors may live on in the house as long as they like.

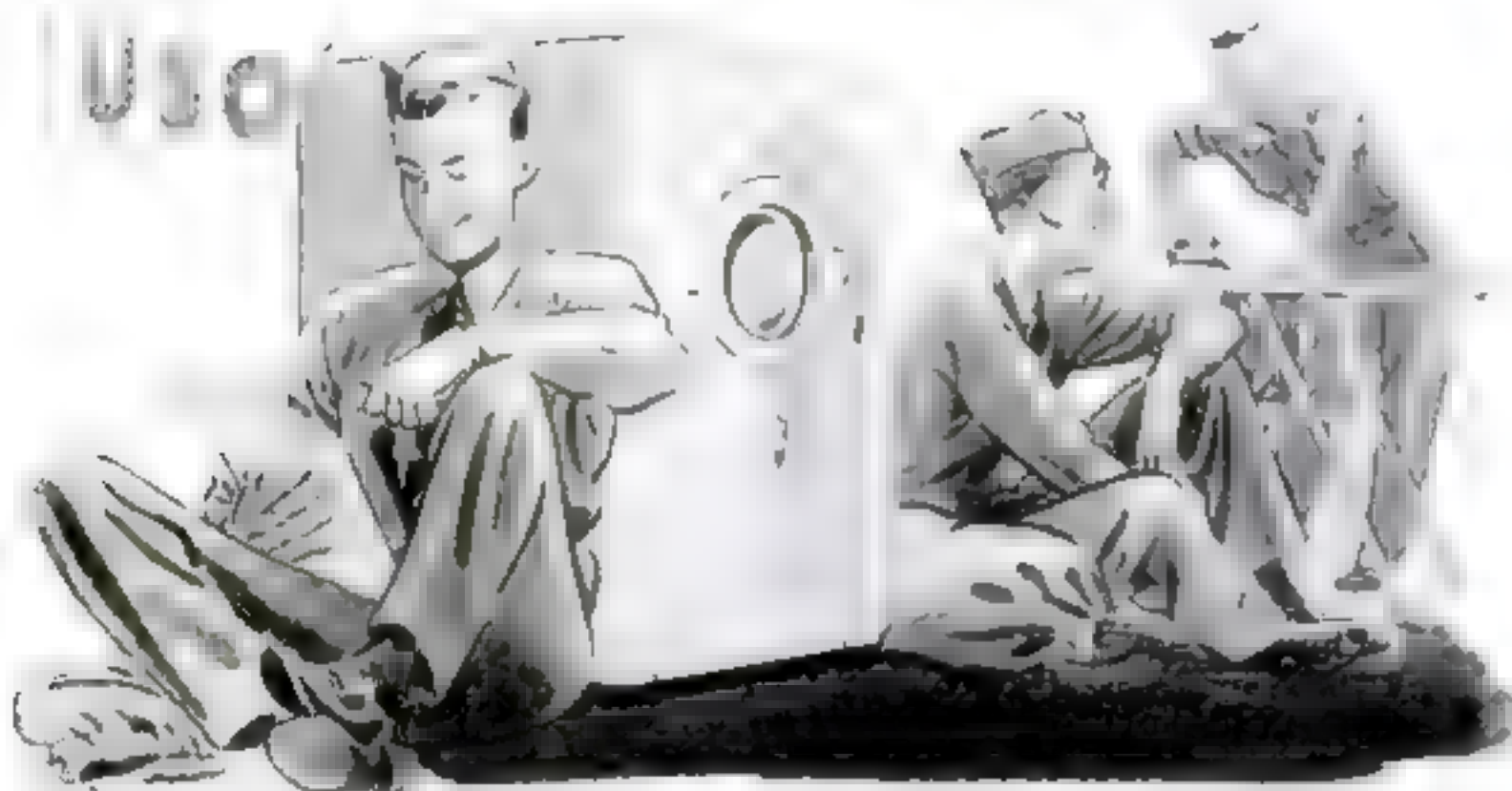
Cliveden has a habit of burning down about once every hundred years. The house above is the third one built here and is nearly a hundred years old. The owners here have included the "witty and wicked" Duke of Buckingham, who killed his mistress in a band in a duel on a spot on the lawn now marked with a sword-pattern (above, right background); the Earl of Orkney who planted trees to represent the line-up of forces at the decisive battle of Blenheim; Frederick, Prince of Wales, who had *Rule, Britannia* played here for the first time in 1740, and the Dukes of Sutherland and Westminster. The terrace balustrade seen above comes from the Villa Borghese in Rome. Terraces fall away to the Thames far below.



"WHERE, OH WHERE DID MY BENDIX GO ♪  
OH WHERE, OH WHERE CAN IT BE-E-E..."



♪ IT'S WASHING CLOTHES IN A U.S.O. ♪  
FOR SOLDIERS INSTEAD OF FOR ME!"



*"I waited too long. My dealer didn't have a single Bendix Automatic Home Laundry left when I tried to buy one. And the factory had converted to 100% war production."*

*"So I didn't get a Bendix Home Laundry. But I did learn that many a one I might have bought, had I inquired earlier, was serving Uncle Sam."*

*"They're scattered far and wide, by now—from this one in a USO club 'somewhere in Alaska' to the 55 on duty at the Maritime Training Station, Sheephead Bay, N. Y. Not doing a*

*fighting job, of course, but washing, rinsing and damp-drying fighting clothes at the turn of a single dial.*

*"So here's what I decided: if the Bendix Home Laundry I didn't get is serving boys in service, the dollars I didn't spend for it should be serving, too."*

*"And those dollars are serving. I invested them in WAR BONDS—extra War Bonds in addition to those we buy each payday. Why not do the same—all you folks who would be buying Bendix Automatic Home Laundries through these war years if they were available?"*

★ TO MORE THAN 300,000 BENDIX OWNERS—  
If your Bendix should need repair or servicing, call an authorized Bendix Automatic Home Laundry dealer or serviceman listed in the classified section of your phone book, or write BENDIX HOME APPLIANCE, INC., South Bend, Ind. *The People who Pioneered and Perfected the Automatic "Washer"*

**BENDIX**  
AUTOMATIC HOME LAUNDRY



This advertisement does not imply endorsement of our product by the Army, Navy or USO

## Cliveden (continued)



Creepers and magnolia mantle the wall of the terrace at Cliveden. Under cornice is Latin inscription running all around the house, telling about the three Clivedens.



Duke of Buckingham, owner of first Cliveden, has a portrait in great hall stairway. Carved in wood are local figures which include the original Alice de Cliveden (1009).



Armor and tapestries were given by great Duke of Marlborough to Earl of Orkney.



Statue of Marlborough, the Earl of Orkney's great captain, stands in grounds.

CONTINUED ON PAGE 32





Buy War Bonds and Stamps

## No Achilles Heel

This slashed-in-two Flying Fortress\* theoretically should not fly. There had been stiff fighter opposition. In the melee, a Messerschmitt, crazy out of control, crashed into it.

The German plane was destroyed on impact. The Fortress' fuselage was ripped diagonally from top to bottom. Control surfaces were carried away. The tail gunner, suddenly imperiled in his wobbling section, crawled forward over the narrow floor structure that held the parts together. And the Fortress flew steadily for an hour and three-quarters — back to her base for a perfect landing!

Often the question is asked about Boeing Fortresses: "How can they do it?" One Fortress came home with 2000 bullet holes and with big areas of both wing sections shot away. Another had a hole in the fin "large enough for the navigator to walk through." Others have come in with rudder and elevator controls sheared by gunfire.

*How can they do it?*

One reason is Boeing design. The Fortress has no Achilles heel, no highly vulnerable spot for the enemy to attack. No single structural member has

to carry the entire load for its section; even when large portions of the plane are badly damaged, the Fortress usually is strong enough to remain aloft, fight off its enemies, and return home.

*There are other reasons, of course — many of them. But they all stem from what has been termed the integrity of Boeing products. Soundly and conservatively engineered, honestly built, these products always have done more than has been expected of them. True today, it likewise will be true in peacetime tomorrow . . . if it's "Built by Boeing" it's bound to be good.*

DESIGNERS OF THE FLYING FORTRESS • THE STRATOLINER • PAN AMERICAN CLIPPERS

\*THE TERMS "FLYING FORTRESS" AND "STRATOLINER" ARE REGISTERED BOEING TRADE NAMES

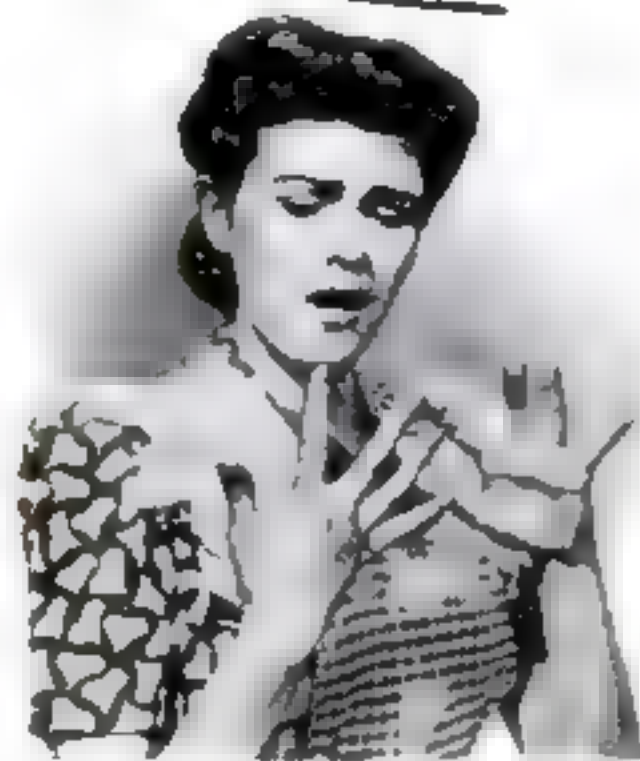
# BOEING





**WHEN I LOOKED  
AT MY HANDS I FELT  
AS 'OLD AS THE SPHINX'**

"You know the old saying about a woman's age telling in her hands. Well, after canning tomatoes out of my Victory Garden, my hands made me feel as old as the Sphinx! Or the Sphinx's grandmother."



"Red, rough-looking, and revolting! What a price for canned tomatoes! Me, who used to be so proud of my white, smooth, young-looking hands. I shuddered to think of what my husband would think of them now."



"Something had to be done. And I didn't know what to do. I began to get frantic. My poor, work-beaten, horrid-looking, old-looking hands. Would they ever look 'young' again? Soft? White? Smooth? Or would they stay rough and red?"



"And then a nurse I know told me about Pacquins. How people whose hands took really had beatings simply swore by it. Glory be, it worked! Look at my hands! They're white velvet. Like a debutante's! You should have heard my husband..."

**ARE YOU EVER IN DESPAIR  
ABOUT YOUR HANDS?**



*Then try* **Pacquins**  
HAND CREAM

• See for yourself if red, rough-looking hands don't smooth out faster and feel smoother longer with Pacquins. Rub on this non-greasy, non-messy, fragrant snow-white cream and watch what happens! You see, Pacquins was originally formulated for doctors and nurses who wash their hands 30 to 40 times a day. Don't resign yourself to unsightly hands. Try Pacquins—the special hand cream. Use Pacquins for wrists, elbows, knees, and ankles, too.

**Pacquins HAND CREAM**  
At any drug, department, or ten-cent store

## Cliveden (continued)



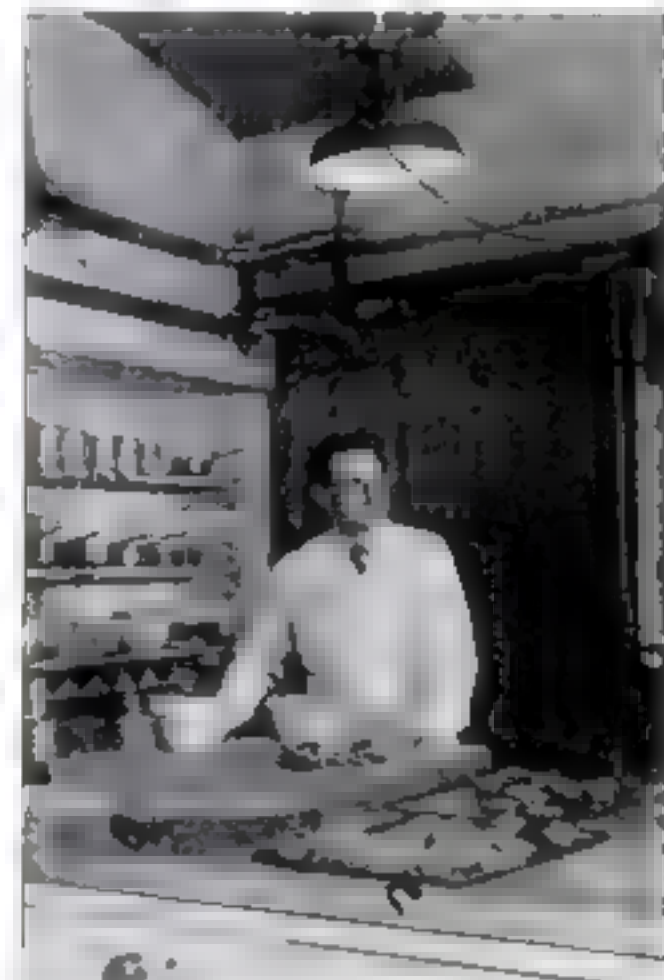
Guest room has door card for the name of the guest occupying it. Cliveden has 46 bedrooms, has housed and fed up to 100 people at a time. This is Tapestry Room.



At tea, Lady Astor (right) gets the day's report from her daughter's son, the Honorable Timothy Willoughby. Seated left is Bob Shaw, the eldest son of Lady Astor.



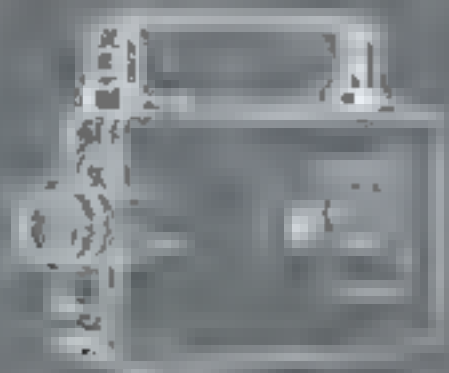
"Pass" Gibbons, governess at Cliveden for 50 years, stands under bell board.



French chef runs kitchen which is nearly quarter of a mile from the dining room.



# From MIDWAY ON...



16 MM. KODACHROME. ACTUAL SIZE

## These war movies in full color were made with a "home movie" **CINÉ-KODAK**

**CINÉ-KODAK**—designed for peacetime globe-trotting or tranquil home scenes—was turned loose in the hell of the Japanese attack . . .

You saw "The Battle of Midway"? Will you ever forget it? Navy men loaded Ciné-Kodaks with 16-mm. Kodachrome Film to get authentic battle data. Among the exploding bombs and burning oil tanks they made the movie that won an "Oscar."

One of the finest shots in the picture was made by a Ciné-Kodak "on its own." It was blown out of the operator's hands, hit the ground right side up—kept right on shooting the picture . . .

### **CINÉ-KODAK "CAME THROUGH"**

simply because it was designed and machined and fitted to the closest tolerances known to camera making. The concussion and banging around of battle were not anticipated. Getting excellent movies under *all* conditions was the purpose. After Pearl Harbor, this meant battle.

Literally thousands of Ciné-Kodaks are in Army, Navy, and Air Force hands, contributing to the most complete war record ever attempted in movies.

Did you ever see that hair-raising Navy training film, "Eagles of the Navy"? It shows planes power-diving thousands of feet, then pulling out . . . To study "pilot reactions" in a "9 G. pull out" dive—for the improvement of safety conditions—the Army and Navy Air Forces mounted cameras to make movies of pilots during the human "black-out" . . .

Ciné-Kodak proved to be the camera which can do the job. Its precision-made governor and other working parts continue to run smoothly in the drag of "9-G" . . . 9 times the force of gravity.

Prize your Ciné-Kodak—it's a blood brother of these cameras which went to war . . . Eastman Kodak Co., Rochester, N. Y.



**MIDWAY INCIDENT**—A Ciné-Kodak was blown out of the operator's hands . . . hit the ground right side up . . . kept on making the movie.



**EAGLES OF THE NAVY**—in breath-taking maneuvers—even a 9-G pull-out dive—Ciné-Kodak Special proved its reliability.



**ALEUTIAN EMPLACEMENT**—The Army's saga of re-conquest, "The Aleutians," was largely filmed with Ciné-Kodak Specials.

Serving human progress through Photography



## This Is The Picture



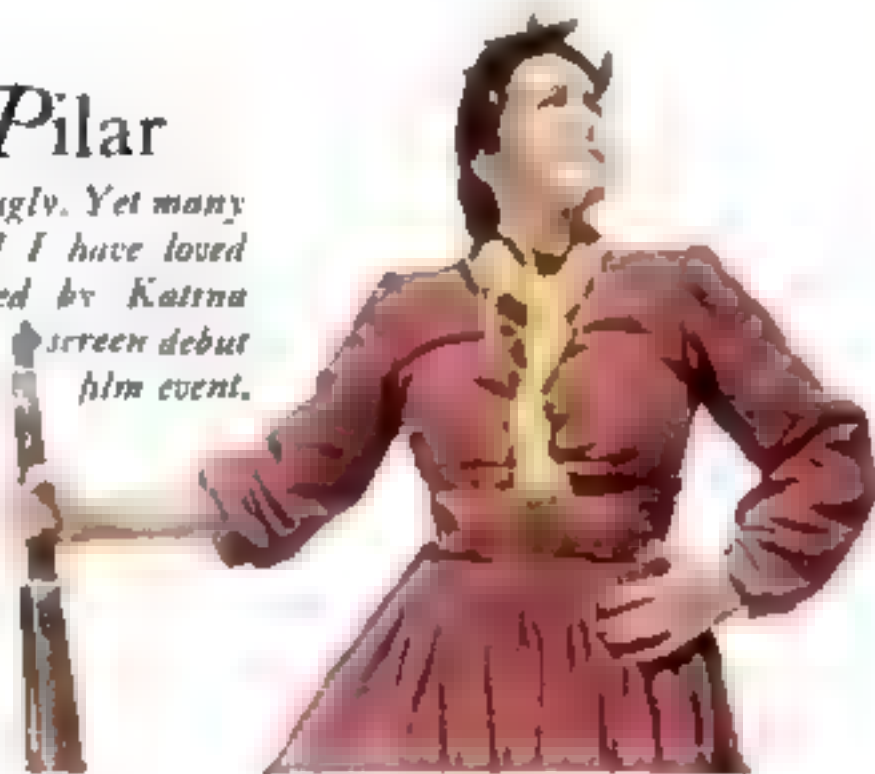
## These Are The Lovers



"In spite of the things that were done to me, I never kissed any man until you. And now there are but three days and three nights, there isn't anything else but 'now'—and we must live all our life in the time that remains."

## This Is Pilar

"I am all woman and all ugly. Yet many men have loved me and I have loved many men." . . . played by Katina Paxinou, who makes her screen debut in this role a memorable film event.



## This Is The Story



Ernest Hemingway's supreme masterpiece . . . acclaimed throughout the world as the most exciting and important novel of our generation . . . has inspired performances of unparalleled power from a brilliant cast.



Paramount Presents

# WHOM THE BELL TOLLS

Three years ago Paramount dedicated its heart, its hands, its hopes, to this heroic creation. Now at last, filmed in superb Technicolor, its every glory unfolds on the screen.



For three breathless days their every thought and movement was consecrated to the moment of its destruction. And then comes "tingling action—as tense and vivid melodrama as anyone could normally stand."

starring Gary  
**Cooper**  
Ingrid  
**Bergman**

with *AKIM TAMIROFF*  
*ARTURO DE CORDOVA*  
*JOSEPH CALLEIA*  
and *KATINA PAXINOU*

Executive Producer B. G. DESYLVA

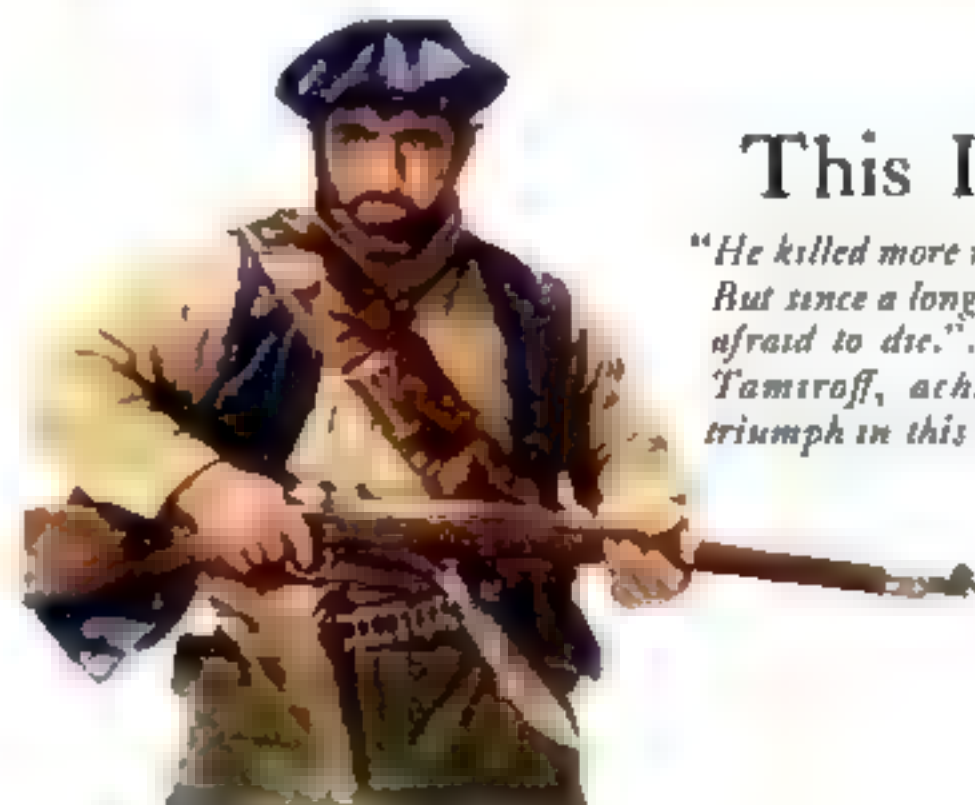
Produced and Directed by

**Sam Wood**  
*IN TECHNICOLOR*

Screen Play by Dudley Nichols

FROM THE CELEBRATED NOVEL BY ERNEST HEMINGWAY

This Picture will not be shown at regular admissions until 1945

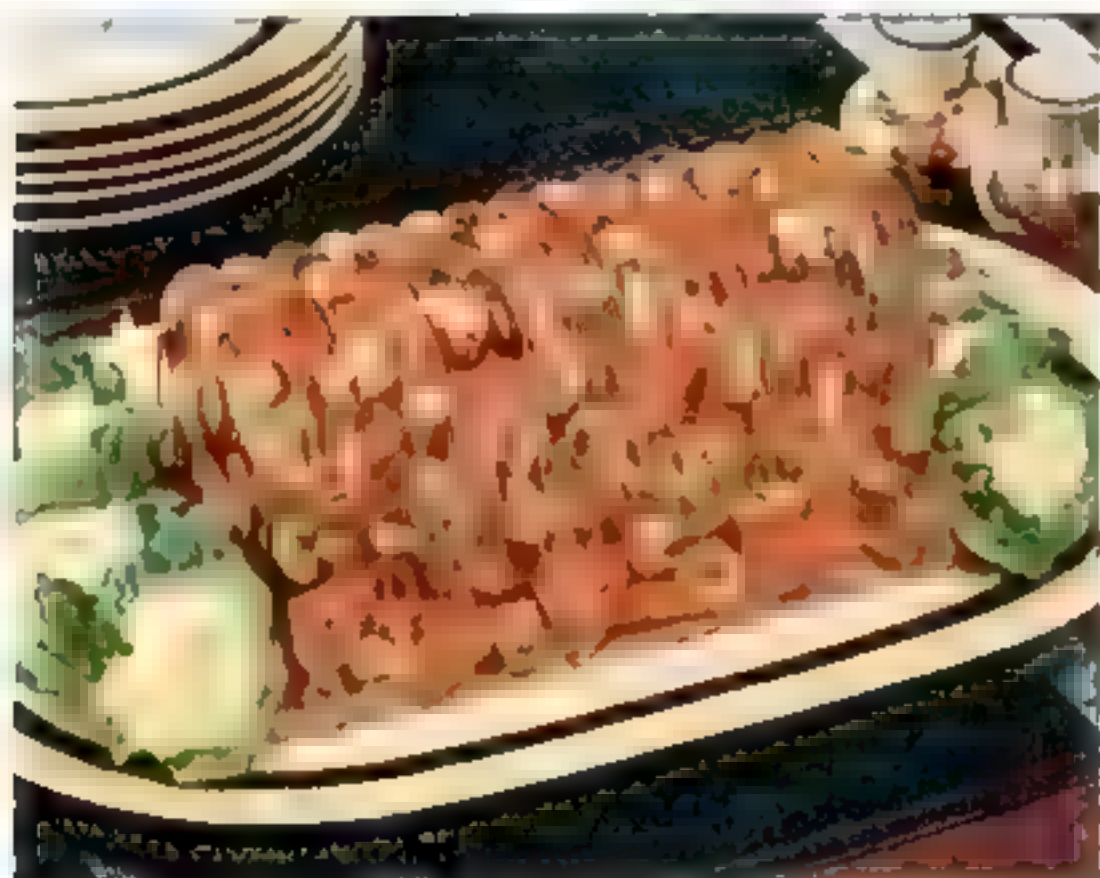


**This Is Pablo**

"He killed more men than the cholera.  
But since a long time he is very much  
afraid to die."... played by Akim  
Tamiroff, achieving his greatest  
triumph in this powerful portrayal.



# You can still say "Welcome" in wartime



**JELL-O SAVORY VEGETABLE SALAD MOLD**—This easy, quick Jell-O trick will convert a few small portions of vegetables into an appealing, hearty salad for 6! Dissolve Jell-O in hot water. There's no need to use boiling water for genuine Jell-O. Add vinegar and  $\frac{1}{4}$  teaspoon salt. Chill until slightly thickened. Season vegetables with  $\frac{1}{2}$  teaspoon salt, onion, and Worcestershire sauce. Fold into slightly thickened Jell-O. Turn into loaf pan or ring mold. Chill until firm. Unmold on crisp lettuce. Garnish with mayonnaise, if desired. Jell-O is the perfect way to stretch left-overs!

1 package Lemon or Orange Jell-O  
1 pint hot water  
4 teaspoons vinegar  
 $\frac{1}{4}$  teaspoon salt  
1 cup diced tomato  
 $\frac{1}{4}$  cup cooked Lima beans  
 $\frac{1}{2}$  cup diced celery  
 $\frac{1}{2}$  teaspoon scraped onion  
 $\frac{1}{4}$  teaspoon Worcestershire sauce



These tricks will fill  
*Extra Plates*



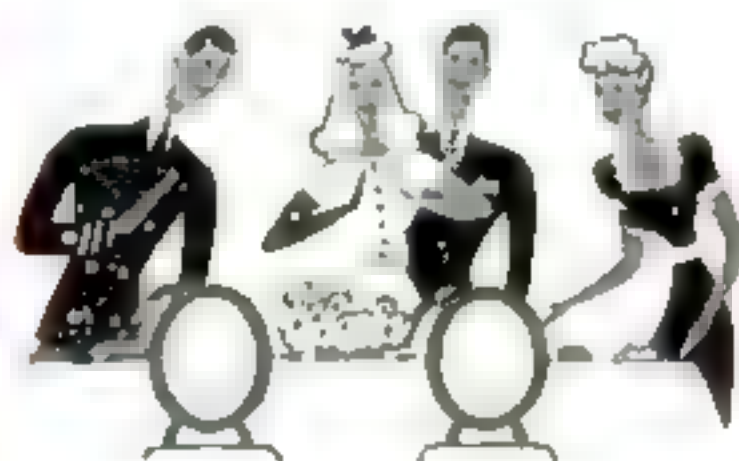
**GRAPE BAVARIAN MOLD**—A little fruit, a big dessert... whipped Jell-O fluffs up to twice the amount! Dissolve Jell-O in hot water. To 1 cup Jell-O, add  $\frac{1}{4}$  cup cold water; chill. When slightly thickened—Jell-O sets fast, you know—add grapes and turn into mold. Chill until firm. Place remaining Jell-O in bowl of ice and water and whip with rotary egg beater until thick and fluffy. Fold in cream. Turn onto firm Jell-O in mold. Chill until firm. Unmold. Serves 6 to 8. Not a speck of your sugar in this dessert!

1 package Jell-O, any flavor  
 $1\frac{1}{2}$  cups hot water  
 $\frac{1}{4}$  cup white seedless grapes  
 $\frac{1}{2}$  cup light cream or top milk



**PARTY POTATO SALAD**—Combine potatoes, onion, vinegar, salad oil, salt, and pepper. Let stand 25 minutes to marinate, stirring occasionally. Dissolve Jell-O in hot water. Add vinegar and salt. To  $\frac{3}{4}$  cup Jell-O mixture, add 3 tablespoons water. Turn into  $1\frac{1}{2}$ -quart mold. Chill until cold and syrupy. Arrange cucumber and radish slices in mixture. Chill until firm. Chill remaining Jell-O until cold and syrupy. Place in bowl of ice and water and whip with rotary beater until thick and fluffy. Fold in mayonnaise, other ingredients, and potato salad. Turn onto firm Jell-O. Chill until firm. Unmold. Garnish with lettuce and deviled eggs. Serves 8 to 10.

2 $\frac{1}{2}$  cups diced hot cooked potatoes  
2 teaspoons grated onion  
3 tablespoons vinegar  
2 tablespoons salad oil  
 $1\frac{1}{2}$  teaspoons salt  
Pepper  
1 package Lemon or Lime Jell-O  
 $1\frac{1}{2}$  cups hot water  
3 tablespoons vinegar  
Dash of salt  
5 tablespoons mayonnaise  
 $\frac{1}{2}$  cup finely diced cucumbers  
 $\frac{1}{4}$  cup sliced radishes  
 $\frac{1}{2}$  cup thinly sliced celery  
2 tablespoons green pepper strips, cut  $\frac{1}{2}$  inch long



... And these will  
*"partify"* plain food



**JELL-O CUBES WITH CUSTARD**—Creamy smooth custard sauce, and bright, fruit-flavored Jell-O cubes combined in a beautiful dessert and a delicious flavor blend! Dissolve Jell-O in hot water. Turn into shallow pan. Chill until firm. Cut in cubes and heap with custard sauce in parfait or sherbet glasses. An exclusive secret process "locks in" Jell-O flavors to keep them fresh and luscious. And strawberry, cherry, and raspberry flavors are "artificially enhanced" to bring you still more of that extra-good fruit flavor. There's been no wartime letdown in Jell-O's superior quality.

1 package Jell-O, any flavor  
1 pint hot water



You may oftentimes find that stocks of Jell-O are low, because General Foods, makers of Jell-O, are rationed on sugar, too. But in co-operation with your grocer, they are doing all they can to distribute the supply so that everyone gets a share.



LISTEN TO THE KATE SMITH HOUR!

**JELL-O**\*

Kate Smith's back on the air with a grand new, hour-long show... lots of songs! Columbia Network. Consult your newspaper for time and station.

\*(A trade-mark owned by General Foods Corporation)



Don't forget wonderful Jell-O Puddings—in three favorite flavors, Chocolate, Vanilla, and Butterscotch. They, too, are affected by the sugar situation, so you won't always find all flavors. If you can't get one, try another—they're all "Like Grandma's—only more so!"





THIS WAS CHRISTMAS MORNING ON GUADALCANAL. WITH PACKING CASES FOR HIS PULPIT, CHAPLAIN ARBE HOLDS SERVICES FOR PROTESTANT SOLDIERS IN A COCONUT GROVE

# IT MAKES CHRISTIANS

A FIGHTING ARMY CHAPLAIN TELLS WHAT HAPPENS TO MEN'S MORAL VALUES IN THE STRESS OF BATTLE

by CAPT. RICHARD H. CHASE, CHAPLAIN, U. S. A.

**W**e were awakened at 2:30 a. m. We marched seven miles to our sector of the front, reaching there just before sunrise. In a few minutes the companies were occupying their predetermined positions, and the men began digging in. At daylight Herman the Hitlerite started hammering our sector with artillery, showering our foxholes with shell fragments until noon, when he transferred his affections to another area. After one barrage in which shrapnel rained all around our shelters, a sergeant dryly remarked, "That stuff makes a Christian out of you, doesn't it?"

"Yes," replied a lieutenant fervently, "and I was praying in six different languages."

Artillery barrages, bombings and strafings "make a Christian out of you." They send a man to his knees because, as Abraham Lincoln said of himself, he has no other place to go. God is his only hope of safety, since pillboxes, fortifications, foxholes—everything devised by man—have proved inadequate to protect from injury and death.

Every day more and more soldiers in my regiment look to God, according to the dictates of their own consciences, for enlightenment, hope, protection and peace. Each Sunday I see in my congregation the faces of men who never attended chapel in the States, men who have not prayed, read their Bibles, or even visited a civilian church in years. In spite of the difficulties of holding services during combat—difficulties encountered by all chaplains attached to front-line outfits—I have found my congregations are from four to ten times larger than those of a year ago. This is a convincing answer to those who want to know whether in wartime soldiers turn away from or turn to religion.

Fear, duty and love call these men to worship; but, during combat, the strongest of these motives is fear, a fear that acts like a constant goad. Few soldiers are free from it after they have once been in action and seen the devastating effects of high explosives. Recklessness disappears from the actions of seasoned men. Only a fool or a

saint is not afraid before going into battle—the fool because of his lack of knowledge, and the saint because he is so absorbed in the welfare of others that he forgets himself and consequently opens his heart to receive the blessings of God.

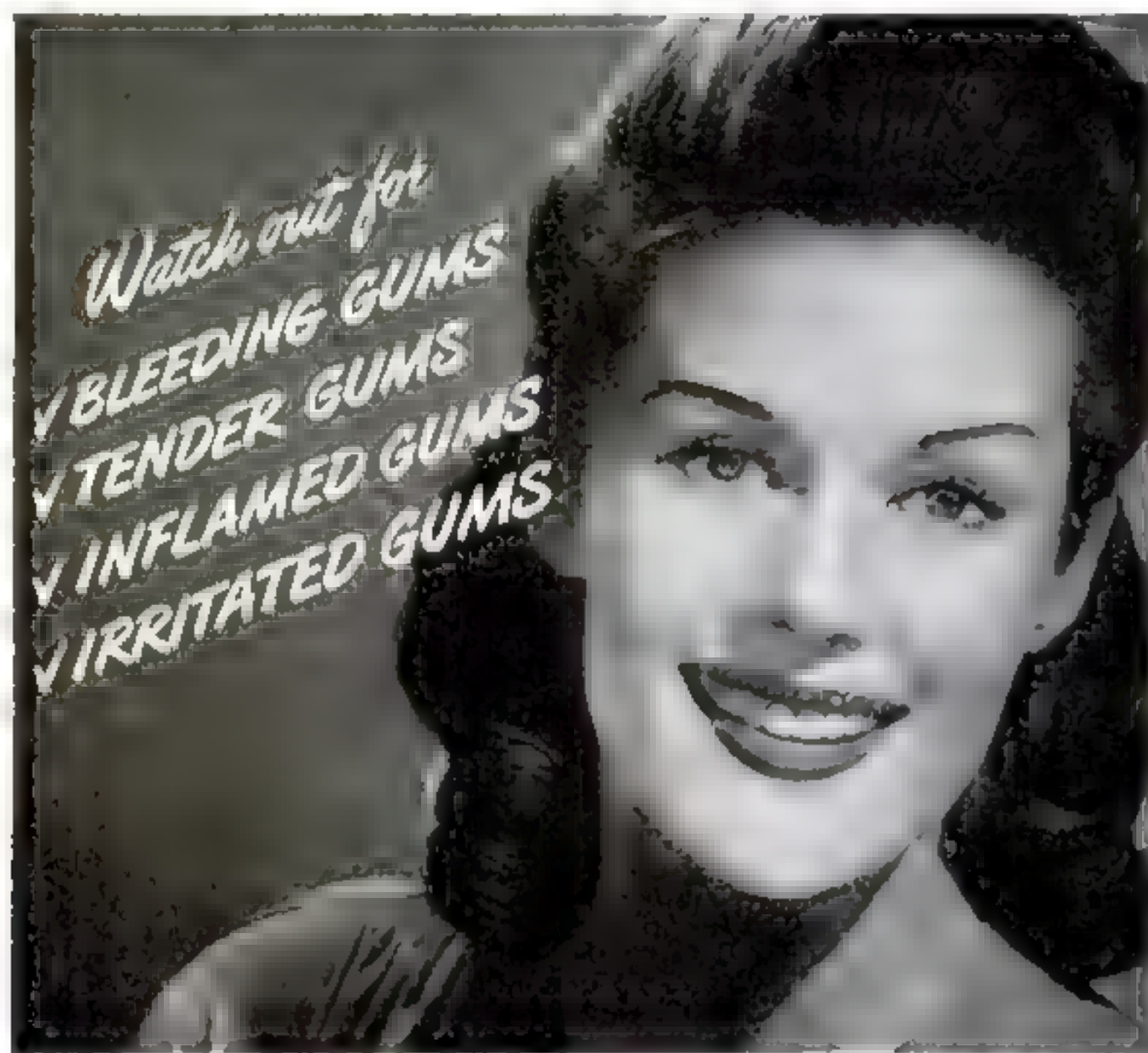
Killing is particularly repulsive to American soldiers because of their education, religious training and lofty ideals. Because no man in his right senses enjoys it, no amount of instruction in viciousness can make the American soldier relish killing; for, as one company commander told me, "When I saw the look of wild horror in that Italian soldier's eyes and heard his pitiful cry for mercy, I couldn't run him through with my bayonet." Most soldiers adopt the attitude that it's a grim task they must perform, a task forced upon them directly by the evil ways of the Axis powers, therefore, a retribution, a judgment.

When I consulted a good friend of mine about killing (and he is a steady churchgoer) he analyzed himself and the men in our regiment as fol-



# GINGIVITIS

one of the most common enemies  
of healthy teeth and firm gums!



**4 OUT OF 5** may get it

Neglect often leads to dreaded PYORRHEA

Don't ever ignore gums that bleed a little when you brush your teeth or are tender to touch. These signs may be the beginning of Gingivitis — a mild gum inflammation, yet one of the most common enemies of healthy, handsome looking teeth and firm gums.

Get after those bleeding gums *today!* Because if you neglect Gingivitis—it often leads to Pyorrhea with its soft, receding gums and loosening teeth which only your dentist can help. See your dentist every 3 months. Then at home here's—

**One Best Way To Help  
Guard Against Gingivitis**

Massage your gums and brush your teeth twice daily with Forhan's

Toothpaste—formula of Dr. R. J. Forhan—made *especially* for both massaging gums to be firmer and cleaning teeth.

You'll be thrilled at how refreshed and stimulated your gums feel — how clean and naturally bright and sparkling your teeth look — *so lustrous.*

Another excellent reason why you should use Forhan's is that it helps remove the acid film that so often starts tooth decay. Start using Forhan's *today.* Note the difference!

At All Drug  
Department and  
10¢ Stores



**use Forhan's  
with massage**

**FOR FIRMER GUMS—CLEANER TEETH**

FORHAN'S CONTAINS NO HARSH ABRASIVES!

## IT MAKES CHRISTIANS (continued)

lows: "When I left the States for England, I recoiled from killing Germans and Italians. I was ready to do it, because I felt I owed it to my country. If the Army had sent me against the Japanese, it would have been a different story. I would have had less compunction about killing them because of their inhuman acts at Pearl Harbor and Bataan. I believe that 95% of the men in the regiment thought that way before we fought the Germans and Italians. But after our first engagement and we had lost some of our pals, I thought that if I could kill 20 Germans and Italians, I could not compensate for the loss of one American. I was especially bitter after my best friend was killed. As time passes I am losing some of my viciousness, and I am grateful for this."

This analysis accurately presents the attitude of many men. Although it discloses their reluctance to kill, it does not show it as vividly as the remarks of a second lieutenant who remains with rear installations much of the time and has not had to kill an enemy. He said that if he did, he would shoot because it was his duty and a matter of self-preservation. He knew it would be very, very difficult for him to fire at a man, especially the first time. As he sighted down the barrel, he would be thinking of the other fellow's parents, of his wife and kids, of the unfulfilled dreams he and his wife would have, and how much he must want to get home.

Such gentleness of heart is widespread in our Army. It may not be as well-defined as in the above case, but one finds it everywhere. Serving in the intelligence section of our regiment is a Czechoslovakian Jew who fled, after much persecution, from his native land to the United States. He was an officer in the Czech Army when the Germans invaded his country and told him he must go. At the time of his departure from Czechoslovakia, where he had to leave his mother, he was very bitter and filled with a thirst for revenge. During the intervening years, when he joined our Army and later obtained a commission as an officer, he lost his viciousness. At last he

### THE AUTHOR

U. S. Army Chaplain Richard H. Chase is attached to the famous 26th Infantry Regiment, which went through heavy fighting in Africa and Sicily. For his extreme bravery under fire he was awarded the Croix de Guerre and the Silver Star. His home is in Barrington, R. I., where before the war he was a Christian Science practitioner and where his wife and two young sons still live.



had the opportunity to vent his spleen on his enemies, but he found he had no desire. He could take no enjoyment in revenge. He was just sorrowful that people would commit the atrocities committed by the Germans in Czechoslovakia. Pity filled his heart instead of a passion for revenge.

Among the forces that drive soldiers to fight in their first battle are patriotism, duty, self-preservation and a love of family and home. Very few start shooting because of a burning desire to revenge or a fierce hatred of the enemy. Usually these passions grow upon their minds after they are wounded or lose some companions. A regimental commander who has seen many months of action found this to be his experience. Of himself he said, "With each passing day I become more and more hateful and revengeful because of what the enemy has done to the world, my country and my friends."

One should not assume that he can judge every man's reaction to killing by a set rule of thumb. This is impossible because no two people are just alike. Take, for example, the experience of an infantry officer who was lying in a protected spot. Beside him lay his company commander—dead. He felt heartsick. A German was within range of his Garand rifle, which was brand new and which he had been unable to fire before. He adjusted his sights as best he could, took aim and fired. The shot was ten feet from his enemy. Again he changed the windage and elevation of his sights and fired. This time he came much nearer his target. After a third adjustment, he sent a bullet through the German's head. "It was strange," he commented, "to sit behind the sights of a gun, to kill a man and have no feeling about it. My chief emotion at the moment was a glow of pride in my weapon." He had been schooled to believe that an M-1 rifle was accurate. Now he had proved it. He experienced no sorrow, no satisfaction for reaping revenge, no excitement over destroying an enemy, just a hollow ache for his dead comrade.

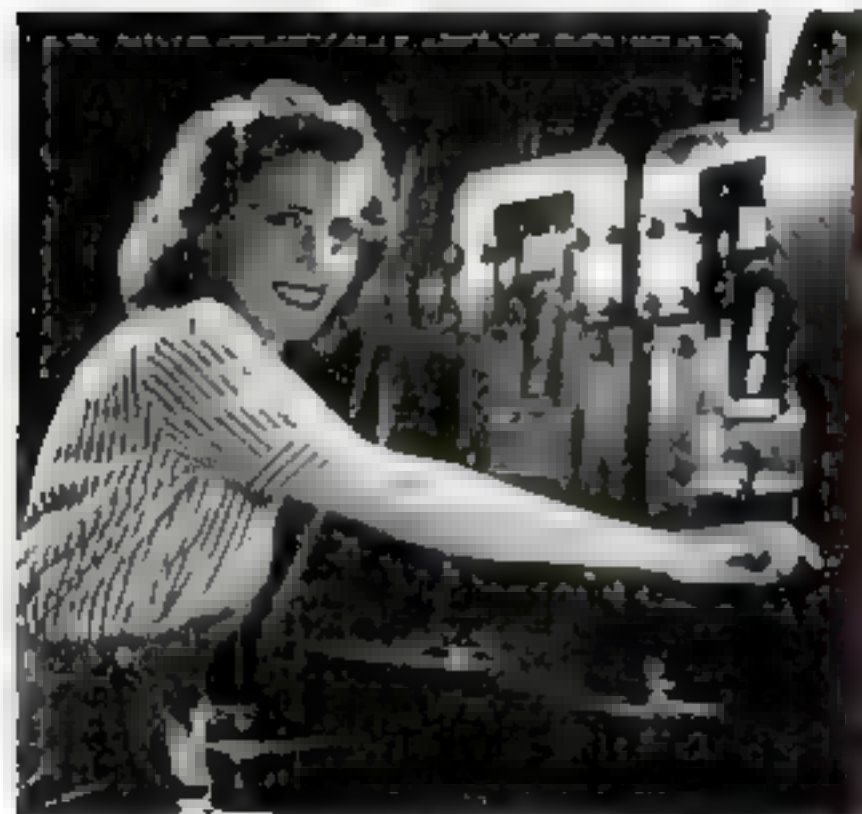
At the other extreme is an event that took place in the early days of the battle for Tunisia. I was standing beside a soldier who was

CONTINUED ON PAGE 49



THESE ENGAGED GIRLS ARE ALL WAR WORKERS !

*You are needed too!*



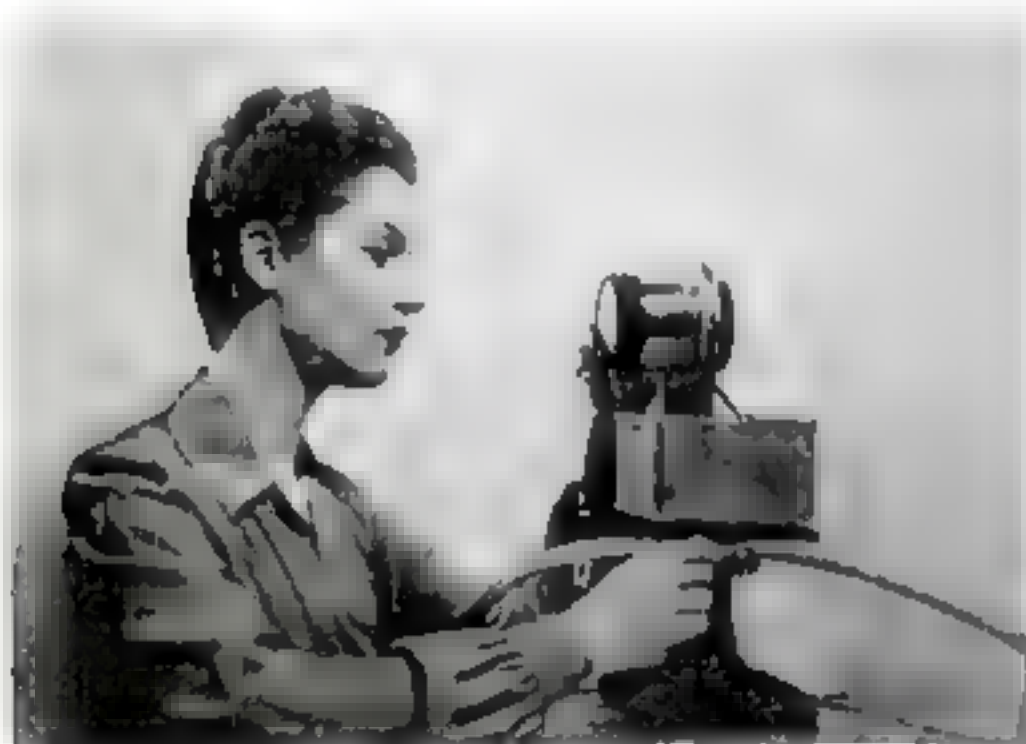
**ANNE NISSEN**—handles explosives in a big munitions plant. This was Anne's first job. She has been promoted step by step, and has become a "job-instructor," training other girls.



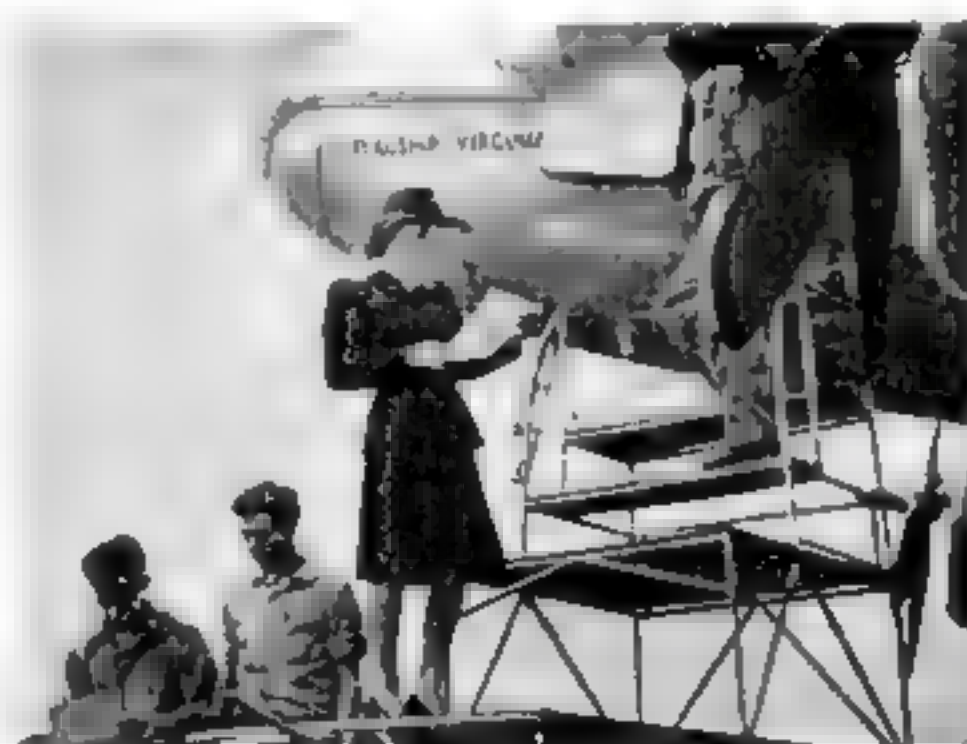
**MARTHA MONTGOMERY**—an accredited first-aider, is especially interested in wartime care of small children. Proper care for children of working mothers is one of the most vitally important home front war jobs, and one in which understanding workers are urgently needed.



**PHYLIS GRAY**—tests tensile strength of fabric to be used for parachute bags, tents, uniforms! She went straight from college into war industry, working for a big Textile Company.



**MURIEL LUNGER**—is gravely serious about her job at Bendix testing altimeters for planes. Muriel's mother has a war job at Bendix, too—on the assembly line.



**ROSEMARIE HEAVEY**—one of the new airline girls affectionately dubbed "hangar helpers." They work 8-hour shifts—in jobs men were filling barely a year ago.

**Any job that frees a man is a war job... find yours today !**

**S**LIM AND PRETTY Anne Nissen sums it up like this: "It's a woman's war, too," she says. "There are lots of jobs a girl can do right now to help, and I wanted to do my share"... so she took the job a man left behind!

What are you doing?

Right now there are hundreds of different war jobs for women and girls—especially necessary home front jobs that need to be filled because the men who held them are now with our armed forces.

Women and girls must take their places.

Many areas need women in all kinds of civilian jobs—in stores, offices, restaurants, plants, laundries, in transportation, in community services.

Experience is not necessary. Hundreds of thousands of girls and women who never dreamed of working before are stepping into these jobs every day.

*There's a war job for you, too!*

Look through the Help Wanted section of your local paper for specific needs in your area. Then get advice from your local U. S. Employment Service. Don't wait. America at war needs women at work. Apply for your war job now!

**Typical of so many gallant American girls and women today...**

... these girls have given up personal ambition so as to back up their fighting men. But they are none the less feminine for all their efficiency. Keeping lovely is very much a part of their everyday living—on their jobs, and off!

And Pond's Cold Cream is their favorite way to help keep their faces feeling and looking clean—fresh, smooth and soft.

As Phyllis Gray says—"A war job doesn't leave much time for fussy beauty care—so it means a lot to have a luscious, soft-smooth cream like Pond's to help keep your face bright and fresh and soft to touch."



Today—many more women use Pond's than any other face cream at any price.



**THE MORE WOMEN AT WORK — THE SOONER WE'LL WIN**



# Doctors report on PHILIP MORRIS:

**PROVED FAR LESS IRRITATING  
TO THE NOSE AND THROAT!**

**WHEN SMOKERS CHANGED TO PHILIP MORRIS, EVERY CASE  
OF IRRITATION OF NOSE OR THROAT—DUE TO SMOKING—  
EITHER CLEARED UP COMPLETELY, OR DEFINITELY IMPROVED!**

— Facts reported in medical journals on clinical tests made  
by distinguished doctors . . . proving this finer cigarette is less  
irritating—safer—for the nose and throat!



## CALL FOR PHILIP MORRIS



Finer flavor . . . less irritating . . . America's **FINEST** Cigarette



**North African Sunday.** Men of 37th Fighter Group went to church on a sun-baked  
airfield, whose altar was symbolically a P-40 fighter flanked by U. S. and church flags.

### IT MAKES CHRISTIANS (continued)

shooting at the enemy on the next hill. I heard the crack of his rifle. Then followed a second of silence which was broken by this man yelling fanatically, "I just got another Jerry. That makes two for today. You should have seen him roll down the hill." This soldier's eyes were shining with a cold brilliance. He had no pity, no redeeming quality in his heart. War to him was a sport. Killing men was like shooting ducks.

I have not met another soldier with such indifference to human life, but I have seen infantrymen become temporarily incensed and overcome with the blood lust and the desire for revenge when their buddies have been killed or wounded. They ask no quarter and give none. They are consumed with a passion to even accounts by exterminating all their enemies. They throw aside all the restraints of civilization and revert to the animal, to brutal savagery.

In a battle one of our machine gunners was securely entrenched on a hilltop that the enemy was counterattacking. He went wild pouring out hot lead. During the day he killed more than a hundred men. At evening he was relieved and returned to a rear area for chow. Around the kitchen truck were gathered the men of his company and a few thin, hungry-looking Arab children who frequented such places in hopes of being given some scraps to eat. He went through the mess line, getting his mess kit filled with warm food and hot coffee. As he began to leave the group of soldiers gathered there, one of his friends jokingly shouted, "Come on, sit down, be sociable. Aren't we good enough for you?"

### Soft-hearted killers

Then this soldier who had dealt out so much death and injury during the day replied, "Naw, I can't eat dere—not in front of dem Arab kids. Dere starvin'." Here is a study in contrasts that defies comparison. First we have the free exercise of the killer instinct and then the upsurge of humanitarianism.

A difference distinguishing modern war from previous wars is that most of the killing is done at long ranges. A man on an artillery piece pulls the lanyard, and a shell whines through space, killing or wounding four, five or more men who are six or seven miles away. He did not see these men. A forward observer spotted them and directed the fire. These deaths occurred impersonally inasmuch as they were not one man pitted against another man. This condition holds true of bombings by our Air Force and shellings by our Navy. It is only a very small percentage of our soldiers who actually aim a rifle at a man, pull the trigger and see him crumple up.

I have watched artillery men fire many missions. If they have been in numerous actions, they know they have wounded and killed many of the enemy. Thus they regret and wish with all their hearts they did not have to do it. In combat they are on the whole cool and calculating. There is a brilliance in their eyes that comes from the intense excitement of their work. If they derive any satisfaction, it comes from the realization that they have helped to protect the infantry advance by placing a screen in front of them and that they are



hastening the end of the war. Occasionally they yield to frustration and anger when they cannot locate an enemy battery and knock it out; and when a shell hits one of their guns and kills or wounds some of their men, they may become vicious in their desire for revenge. But this, like a hot fire, soon burns out.

In the light of what I have just written, the following incident is interesting. While in North Africa, the Germans overran our positions in a tank attack. The infantry who were supporting the Jerry tanks had advanced to 1,700 yards from our artillery positions. That is very close range for our 105's. The officer in command of these guns leveled them to a height of six feet, firing straight ahead with a high-explosive shell. He had cut his fuse to explode in two seconds. His first volley burst beyond the enemy who kept worming their way forward. He cut his fuse from two seconds to one, and fired again. Still his volley exploded beyond the advancing troops. On his third volley he reduced his charge. This time his shells burst right among the enemy. He continued to fire, inflicting heavy casualties with each volley.

Afterward he declared he felt no personal elation. Although he was glad to save his own life and the lives of his gun crews, he took no special delight in killing the enemy. To him it was a mechanical job without emotion, and thoughts of hatred and revenge were ruled out of his mind. It was a matter of keeping cool and calculating his fire data under the most tense conditions.

An often-asked question is: Does killing in war tend to destroy a man's morals and finer sensibilities? Books could be written on this subject. I have heard it argued pro and con. Upon questioning men in my regiment who have killed their enemies how they feel on this point, I have discovered that they believe it will not transform them into gangsters, nor will it make any material difference in their actions. The majority think they will conduct themselves after the war much as they did before it. Others are convinced they will live better lives.

On the whole I tend to agree with them. After all, they have not murdered people in cold blood. They killed in defense of their countries and a righteous cause. Undoubtedly, an unfortunate few may follow criminal careers after they return to civilian life, because they formed a habit of taking what they wanted or needed from battlefields and because human life has assumed less value in their eyes. This happened after the last World War and will probably follow in the wake of this one, no matter what precautions are taken. The thoughtful and sensitive may suffer pangs of conscience for having taken men's lives. They may not so much now, but after they have had an opportunity to think things over, they may begin resurrecting mental images of combat that will be disconcerting and depressing. The callous and indifferent, on the other hand, may march through life untouched by these killings.

War is a concentrated dose of human life. Telescoped into a short span of time one sees men at their worst and at their best, men expressing nobility and bestiality, heroism and cowardice, honesty and duplicity, love and hate, forgiveness and revenge, joy and sorrow. In the course of a man's natural life he observes all these phenomena, but during combat hardly a day passes without a dramatic incident. Six months of fighting is filled with as many soul-searing

CONTINUED ON NEXT PAGE



Midnight Mass on Guadalcanal last Christmas was held in a shack made of captured Japanese lumber, with a rough altar surmounted by a crucifix formed of Japanese cases.



*The Wainwright*



*The Poe*



A STEP AHEAD



*The Irving*

# American Gentleman Shoes

Made in a  
Great Tradition

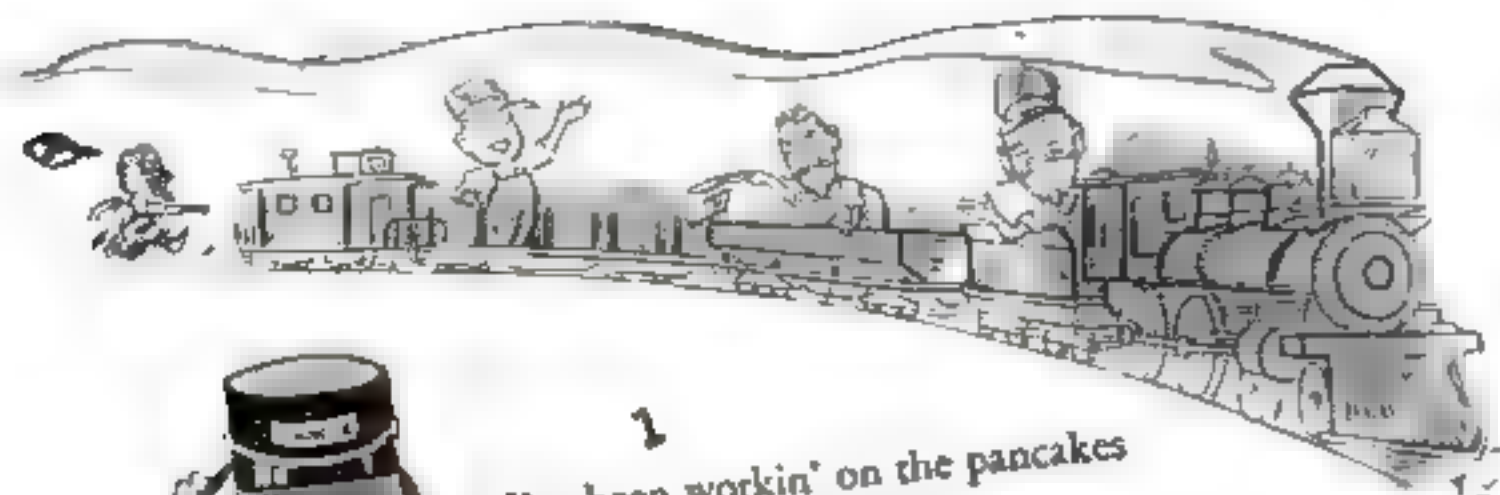
Smart strategy calls for a lot of "know how" — and it's the know how of our craftsmen — the result of long experience in good shoemaking — that's behind the character, quality and superlative value of American Gentleman Shoes. Try a pair and know how it feels to have these smart, comfortable companions afoot.

\$5.50 to \$7.00

Mens Division  
CRADDOCK-TERRY SHOE CORPORATION  
LYNCHBURG, VIRGINIA

★ It's Smart Strategy ★  
★ To Buy War Bonds ★





1  
I've been workin' on the pancakes  
All the live-long day  
I'm Kernel Wheat for taste that's neat  
Here's what my buddies say:



2  
You'll bless the day that I was born  
To join Pillsbury's gang  
For I, in person, Kernel Corn,  
Supply the pancake tang.



3  
A tender-hearted guy am I  
Your pancakes to entice  
As luring as a lullaby  
Shake hands with Kernel Rice

4  
For glorifying happy bites  
You'll find I take the prizes  
I, Kernel Rye, make appetites  
Say, 'Thank You' Gals and Guys



5  
Toot the whistle  
Ring the bell!  
That 4-Kernel flavor  
Is super-swell!



**PILLSBURY'S**  
*Pancake Flour*

Ready-Prepared—with or without Buckwheat



**PILLSBURY'S PANCAKE FLOURS REQUIRE NO RATION POINTS!**

COPYRIGHT 1943, PILLSBURY FLOUR MILLS COMPANY, TRADE-MARK REG. U.S. PAT. OFF.

## IT MAKES CHRISTIANS (continued)

events as the average person has in 70 years of quiet community life.

What effect war has on an individual depends upon the individual. People are sometimes hard to predict. Some who appear as though they would be weak and cowardly prove to be the most brave and strong in combat; while others who seem a tower of strength on the parade ground turn out just the opposite on the battlefield. War never leaves a soldier where it found him. He undergoes stresses and strains, temptations and hardships designed to bare a man's every frailty. Either he marches triumphantly forward, progressively overcoming his weaknesses and strengthening his virtues, or he gradually disintegrates until his character is torn to shreds.

A soldier's life prior to joining the Army does more than anything else to determine his reaction to combat. If he has a sterling character before coming under his first barrage, the chances are 99 to one he will have it when he returns to the States. A man's home training, secular education and religious instruction stand out on the battlefield. One can tell much about an individual's background by the way he acquires himself in action. He is either a credit or a discredit to his parents, teachers and those who helped to shape his character.

All soldiers need a philosophy of life, a staff to rely on in times of danger, pain, disappointment and sorrow. And it is here that those three great forces—the home, the school and the church—play their vital role. None of these forces can be slighted. Each is needed. All three are indispensable.

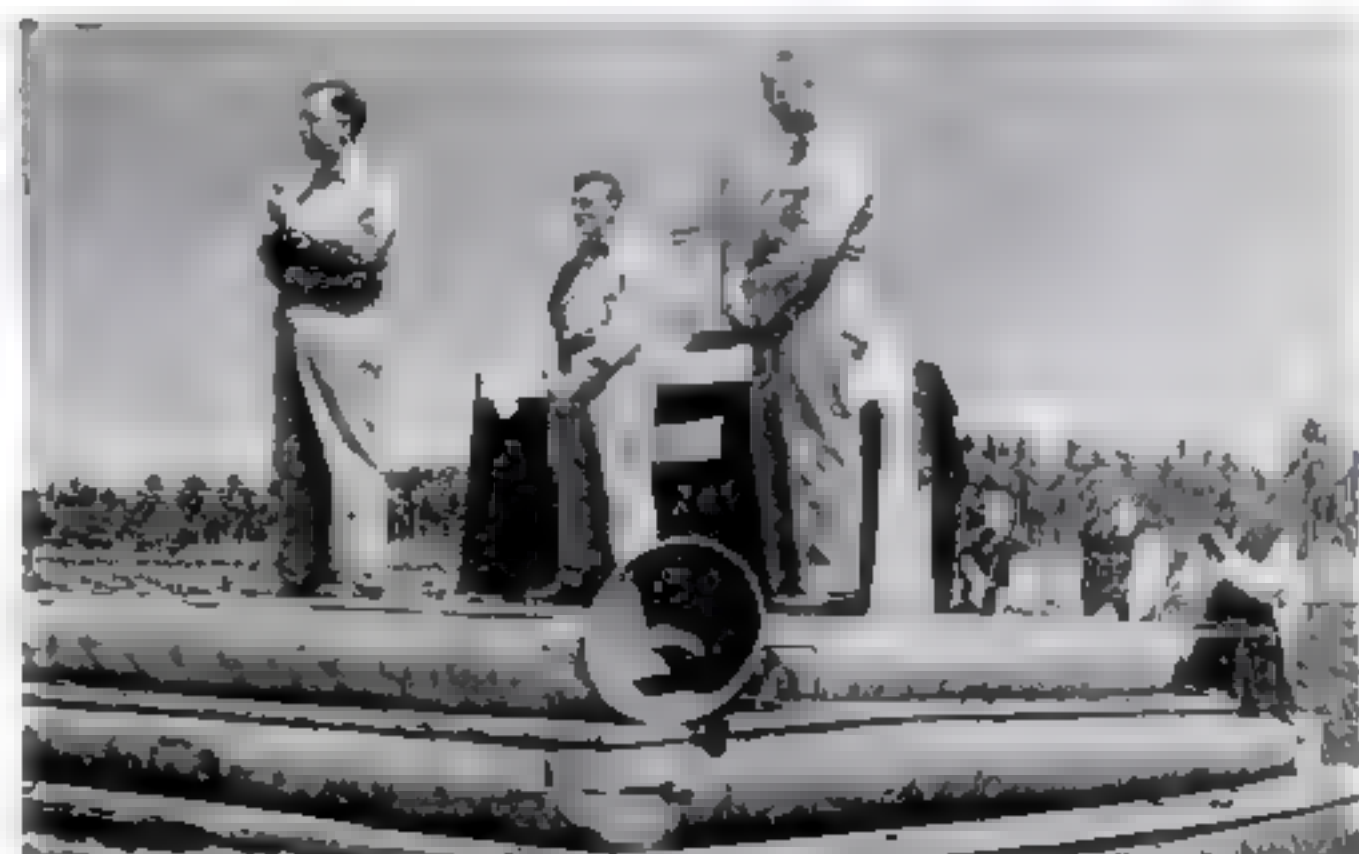
### A few lose faith

Individuals whose characters have not been enlarged and strengthened by this threefold program often crumble under the trials and irritations of war. Some falsely fancy that they must drink and swear, become atheistic and cynical, to convince their friends that they are good soldiers and tough enough to stand the grind. Others abandon their self-respect and lose their slight hold on self-discipline, which, while they were in the States, were strengthened by the good influence of their homes, their churches and their communities, and run for relief from the pressure of combat to excesses of drink and immorality.

I know of an officer who had one more year to finish before matriculating from a seminary and becoming an ordained minister. After twelve months in the Army, he had become very profane and drank immoderately. An enlisted man of my acquaintance who aspired to be an evangelistic preacher cracked after a few months of combat; and he, too, deviated widely from the good life he had been living. These two examples of the grinding effect of war are lamentable, but it is encouraging to know they are the exception rather than the rule. And there is every reason in the world to hope that when these men are released from the unnatural atmosphere of hate, fear, death and destruction into which they have been thrust without sufficient character preparation, and that when they return home to an environment in which they can receive support and soul-nourishment, they will right themselves.

Cheering and positive gains can be entered in the ledger to offset the obvious losses of war. While in combat a doughboy does much thinking because he has long hours with little to divert his attention. Often, his only companion will be a prayer book, a religious tract, a Protestant New Testament, a Catholic Missal, or a Jewish

**CONTINUED ON PAGE 64**



For the dead on Guadalcanal, Catholic, Protestant and Jewish chaplains held joint services just before the last Marines left the island. The platform is of coconut logs.





## Mrs. Stevens had a shipyard in her ears!

The chatter of drills . . . the clatter of steel . . . a thousand assorted, nerve-scraping noises! Mrs. Stevens took them all home in her head when the shift at the yard was over.

But they're gone now. Gone because she's learned how a little relaxation can make today's weariness disappear . . . can help store up strength for tomorrow's wartime task, whatever it may be.

Right now, all she's thinking is: *Can they make their bid? Should I discard or trump? Where in the world is that king of clubs?*

Millions of Americans are now staying home after work—enjoying inexpensive recreation with their families and neighbors—conserving gas and rubber—saving more money for war bonds—and finding it fun!

Are you among the *four-out-of-every-five* Americans who have discovered the pleasures of card playing? Please don't buy more packs than you need! Make sure no one—in service or on the home front—is deprived of this source of relaxation.

THE UNITED STATES PLAYING CARD COMPANY  
Cincinnati, Ohio

\* \* \* MAKERS OF BICYCLE AND CONGRESS PLAYING CARDS \* \* \*





Gladys Rockmore Davis

## Mother waved a Flag

But in this war, she and her daughter  
know their hands on a cultivator or a  
drill press pack a blow worth a thousand flutters of a banner.

Women are working today! In clothes that work with  
them. In underwear like Munsingwear...designed especially  
for bodies in action. It has stamina in every  
well-finished seam. Softness and shape knitted into  
the fabrics. For Winter, it's warm Munsingwear. Keeps you  
more comfortable. Helps prevent chills.  
Looks like luxury. See it in nighties—pajamas—  
pants, vests and slips at better stores.  
Maybe not in all styles—Munsingwear's working  
for the war, too. But there'll be enough from  
which to make a wise choice!

**MUNSINGWEAR**

REG. PAT. OFF.

WOMEN ARE NEEDED FOR WAR PRODUCTION AND NECESSARY CIVILIAN SERVICE  
APPLY TO LOCAL UNITED STATES EMPLOYMENT SERVICE FOR INFORMATION



Absolution was given these battle-worn jungle troopers by Father Stephen Dzienis before they moved back into the fighting on Sopot front near Buna, New Guinea.

## IT MAKES CHRISTIANS (continued)

Old Testament, sent to him from home or given him by his chaplain. When working with front-line troops, I have found men reading this sacred literature in their foxholes and shelters. Because of these forces at work in their consciousness, soldiers become more sober-minded, more awake to the spiritual issues of life, more appreciative of their homeland and its unparalleled advantages.

I remember one night marching forward with my battalion under the cover of darkness. During the day we had lost contact with the enemy and did not know exactly where they had established their new lines. Suddenly, out of the inky night, automatic weapons opened fire on us. Tracers whined and whistled through the darkness, drawing penciled lines of light from the enemy machine-gun nests to the road we were following. Bullets drilled into the dirt with a thud or ricocheted from rocks with a vicious whir. There was practically no cover. On each side of the road was a shallow ditch. We threw ourselves into this and hugged the ground. We were pinned down. We had to stay where we were.

The atmosphere was tense with fear and frustration. Many prayers were silently ascending to God for help. In a few minutes the enemy ceased firing; and we quietly withdrew, reorganized the companies and prepared for a dawn attack. I helped evacuate the wounded, and was amazed at the small number of casualties. The battalion commander and surgeon made the same observation; but, both being good men and faithful churchgoers, their only comment was, "Chappy, I'm sure there were a lot of men praying last night." Two days later I had occasion to visit the enemy trap we had walked into, and I am convinced that only an act of God prevented our ranks from being decimated.

Similar instances of divine protection and guidance can be multiplied a thousandfold. Men have discovered that their trust in the unseen, yet eternal, unchanging and ever-available God is not misplaced. The dependence of these men on God has comforted them in sorrow, directed them in danger, shielded them from destruction and harm, healed them of sickness, helped them find their proper niche in the Army, given them a peace that is independent of outward circumstances.

The disillusioned, the despairing, the warped, the indifferent, the nerve-shattered—the mental and moral casualties of combat—will need the help of the proper agencies after the war. Their state of mind is not incurable. The Army chaplains and doctors, and the spiritually and mentally strong will do their part to aid them; but after they are mustered out of the Army, many will still need support and guidance. It is up to patriotic citizens to teach them how to overcome their ills, their hardness, bitterness and cynicism by replacing them with courage, understanding and faith. The transition back to normalcy may require a long period and so those engaged in rehabilitating our soldiers must have ample patience.

Now is the time for ministers, priests and rabbis to become acquainted with soldiers and their problems, so that they can anticipate their needs after the war. Definite programs should be planned today, so that they will be ready for operation when the soldiers return home. Too much emphasis cannot be laid on this vitally important subject. The churches must not fail. They cannot afford to fail.

This war and the period immediately following it are testing times for the churches. Either they can prove their indispensability or flunk miserably. They are faced with a crisis or an opportunity—a crisis if they fail to provide the needed comfort and guidance, an opportunity if they bring to war sufferers the required nutriment and help.



*Come on, GIVE!* You've got  
your own ration points  
for your Carnation!



Once they get the *nutrition* points, no self-respecting infants will hold out on *ration* points!

Put it to them this way. Now they're on their own, with the ration books Uncle Sam has given them. And a wonderful use for a precious red point is a tall can of Carnation!

This pure milk is Baby's tried and true friend! It gives him all the milk solids of the fine whole milk, since evaporation removes nothing but part of the natural water.

Besides, Carnation has *extra* assets. Sterilization, for softer curd and easier digestion. Irradiation, for extra "sunshine" vitamin D, to help build strong bones and teeth. Homogenization, for uniform smoothness and better assimilation.

Every baby boy who's smacked his lips over Carnation in bottle or cup . . . every baby girl who's gurgled over simple little cooked dishes milk-rich with Carnation . . . is going to be *glad* to fork over the coupons!

Just *ask* them, Mommie—and be sure to get some red and white cans of Carnation when you go to the store.

#### ORANGE FLOATING ISLAND FOR BABY

Make soft custard by beating 2 egg yolks and 1 whole egg and adding 4 tps. sugar, a few grains of salt, 1 cup Carnation and 1 cup boiling water. Cook over hot water, stirring constantly, till mixture coats spoon. Pour over sliced oranges and chill. Serves 4.

#### FOR THE FAMILY

Doll up the above recipe by adding a meringue made by beating 2 egg whites till stiff, then gradually beating in  $\frac{1}{4}$  cup powdered sugar and  $\frac{1}{8}$  tsp. vanilla. Drop 1 spoonful in each dish and chill.



#### FREE "YOUR CONTENTED BABY"

36-page booklet of helpful advice for busy mothers. Recipes for Baby and his brothers and sisters. By a Registered Nurse who's a mother herself. Address Carnation Company, Dept. L-26, Milwaukee, Wis., or Toronto, Ont., Can.



IRRADIATED  
**Carnation**  
"FROM CONTENTED COWS"



**Milk**

TUNE IN THE CARNATION "CONTENTED BABY" MONDAY EVENINGS, NBC NETWORK







# We've found the No

UNDER the spur of global war, man's ancient dream of a short cut to the Indies and Cathay has come to pass.

The Northwest Passage — that fabled channel across the roof of the world long sought by Cabot, Frobisher, Hudson and hosts of explorers — *is found!*

It is not the tortuous strait through ice-choked northern seas imagined by ancient mariners. Time long ago proved these frozen waters impassable to the stoutest ships.

It lies in the broad ocean of the skies — a great aerial estuary across the pole that close-links the continents — a new skyway now made navigable by the genius of our generation.

By this new air route above the Arctic, great cities of the opposite hemispheres are brought thousands of miles nearer, days closer to each other.

Today these new trails are already being pioneered by the Army Air Forces in ferrying supplies to our men fighting at the ends of the earth.

But tomorrow they will be new routes of trade, joining all nations in closer ties of commerce and friendliness and understanding — a world united by the victory for which we fight.

No one can take all the credit for this revolution in world transport. It is an achievement in which millions of Americans are bearing a willing hand. From the beginning of flight Goodyear has con-

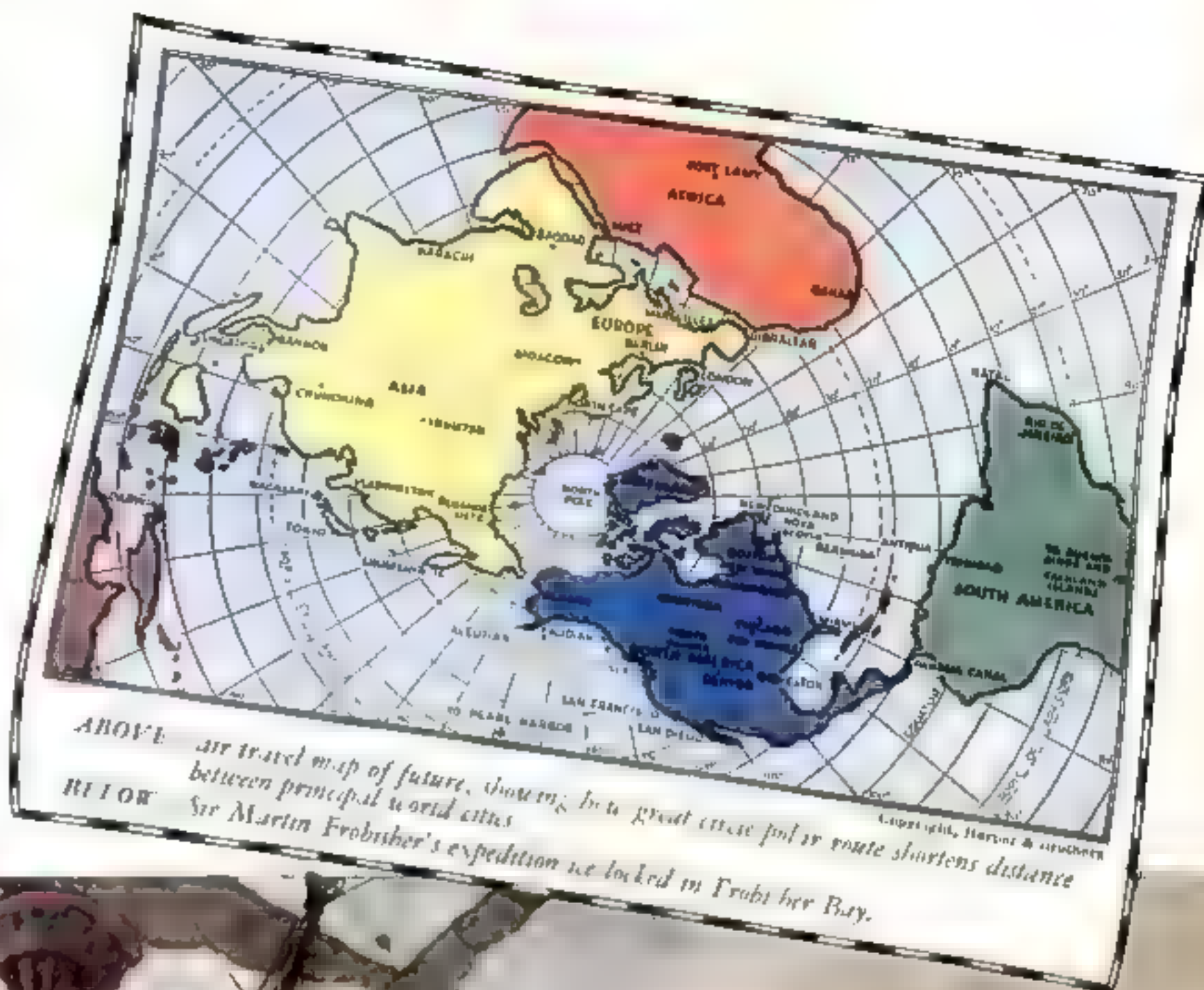


# Northwest Passage...*in the Skies!*

tributed many notable advances—in both airplane and airship construction—in tires, tubes, wheels and brakes—and in numerous parts and accessories, like bullet-puncture-sealing fuel tanks.

And today, Goodyear is not only producing both complete airplanes and airships, but also numerous wing, tail and fuselage subassemblies for globe-girdling aircraft that are giving this nation mastery of the skies.

*Yes, America has found the Northwest Passage under the pressure of winning a round-the-world war. And America must keep that passage open—America must look forward to maintaining the freedom of the air—to make that victory worth while.*





**NOTE:** This message aims to express for all industry the obligation of the advertiser to the consumer and the benefits to the consumer in insurance of quality and freedom of choice.

# Portrait of a Promise



"GREEN GIANT" AND "NIBLETS" BRANDS REG. U. S. PAT. OFF.

*There is more than just "a promise to pay"  
behind an honest label.*

*Such simple strips of paper to a manufacturer  
are what the hallmark is to a silversmith;  
what the name signed to the canvas is to an artist.*

*They are his name, his fame,  
his heart and his business honor.*

**MINNESOTA VALLEY CANNING COMPANY, Le Sueur, Minnesota**  
*and Fine Foods of Canada, Ltd., Tecumseh, Ontario . . . Packers of Green Giant Brand peas and Niblets Brand whole kernel corn*

**T**HESE are days of war, and there are ration stamps. With food limited, there might be the temptation to lower the sights of quality in order to raise the level of quantity.

The master of a good label can never do that.

Only a producer of a fine can of food knows the thrill that never grows old—walking into a store and seeing his trade-mark, his name, his cans, his foods on the shelf, for all the world to see, to recognize, to want.

His labels are his babies—nobody else's children can be like them. His labels, too, are his gauntlet, thrown down to trade, to public, to everybody with this tacit question—"Can you match it in quality? Can you surpass it in popularity?"

*Here's how we feel about the labels that bear the Green Giant:*

It is a more beautiful picture to us than a Rembrandt.

It is as important a piece of paper in our business history as the Magna Charta was in England's.

It represents as much responsibility to us as the oath of office must to a Supreme Court Justice.

It rallies our folks to its standard as surely as a flag.

It stands for us and our business.

It is our "Green Giant" kind of corn and peas.

*Our label is us.*





American headquarters on Corregidor is one scene in the movie *So Proudly We Hail*. At left is Melville Jacoby's photograph which appeared in *LIFE* (April 13, 1942). At right is

movie version which is almost an exact reconstruction. Note cross bar at top of the tunnel, the numbers on the backs of the chairs and the arrangement of the staff clerks at work.

# SO PROUDLY WE HAIL

REALISTIC STORY OF NURSES IN THE PHILIPPINES  
DRAWS ON "LIFE" PICTURES FOR AUTHENTIC DETAIL

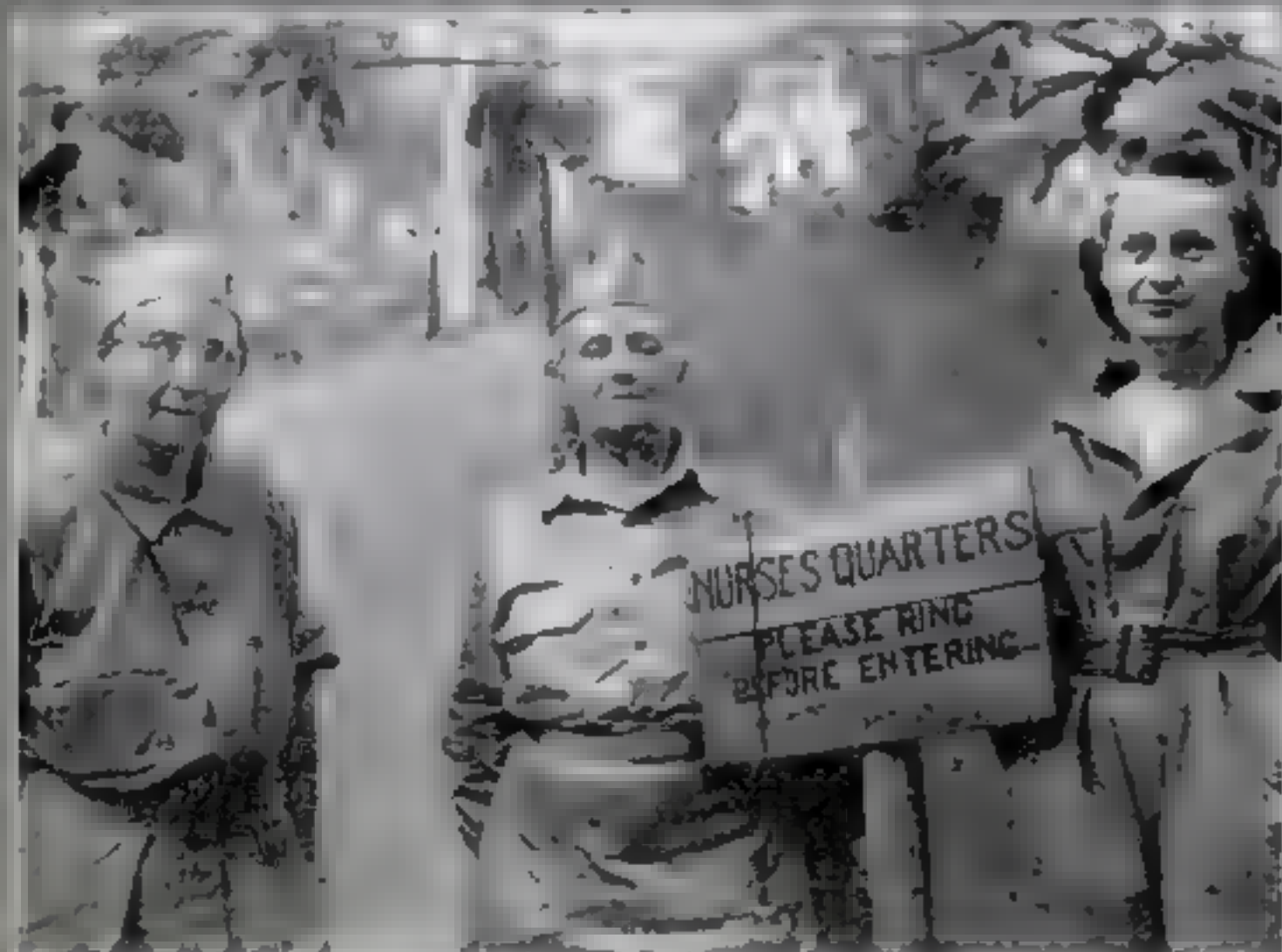
**S**o Proudly We Hail is one of the most terrifying war films to come from Hollywood this year. The reason for this is the authenticity and grim realism of the movie. For 126 minutes audiences see the next best thing to an actual pictorial record of the last bloody days of Bataan and Corregidor. Almost documentary in form, the story tells of the heroic part played by the small band of Army nurses in the Philippines. It should not be confused with *Cry Havoc*, the play using similar material which was an all-amateur success in

Los Angeles (Nov. 16, 1942) but flopped on Broadway.

To reconstruct the story of Bataan, Producer-Director Mark Sandrich had access to War Department records, was assisted by two eye-witness technical advisors. But from the diaries of the Army nurses who escaped came the bulk of the script material: a honeymoon in a foxhole, operations in bomb-torn field hospitals, evacuation of the wounded soldiers under Jap fire, the small talk of exhausted women.

To achieve the detailed pictorial realism shown in

the film Paramount made much use of *LIFE* photographs taken by *LIFE* correspondent Melville Jacoby, who escaped from Corregidor, was later killed in a freak airplane accident. His pictures make up the fullest coverage of the last days in the Philippines, were referred to constantly during the making of the movie for clothing and eating details, camp arrangement, jungle background and medical techniques. On these pages *LIFE* shows scenes from *So Proudly We Hail* which were matched exactly with Jacoby's pictures.



Nurses in command at Bataan. The picture at left appeared in *LIFE* (April 20, 1942). At right three of the movie players in *So Proudly We Hail* adopt similar poses. Note striking

resemblance of actresses to real-life nurses. Details of clothing and humorous sign outside the nurses' quarters were copied exactly from Jacoby's photograph and are used in the film.



# You may worry about feeding your pets



## but you won't worry about your car with **Marfak Chassis Lubrication**

With Marfak Lubrication you have a sweeter, smoother-running car. For Marfak, you see, is one of the finest, most thorough and efficient chassis lubrication services ever devised.

Your dealer works with a scientific Marfak chart. He checks every vital point on your car, from battery and tires to differential and rear-end gears. No guesswork here—the job is accurate, to protect irreplaceable engine and chassis parts.

Insist on genuine Marfak Lubrication today—to keep your car in "top" condition. At Texaco and other good dealers everywhere.

Tune in the TEXACO STAR THEATRE every Sunday night. See your local newspaper for time and station.



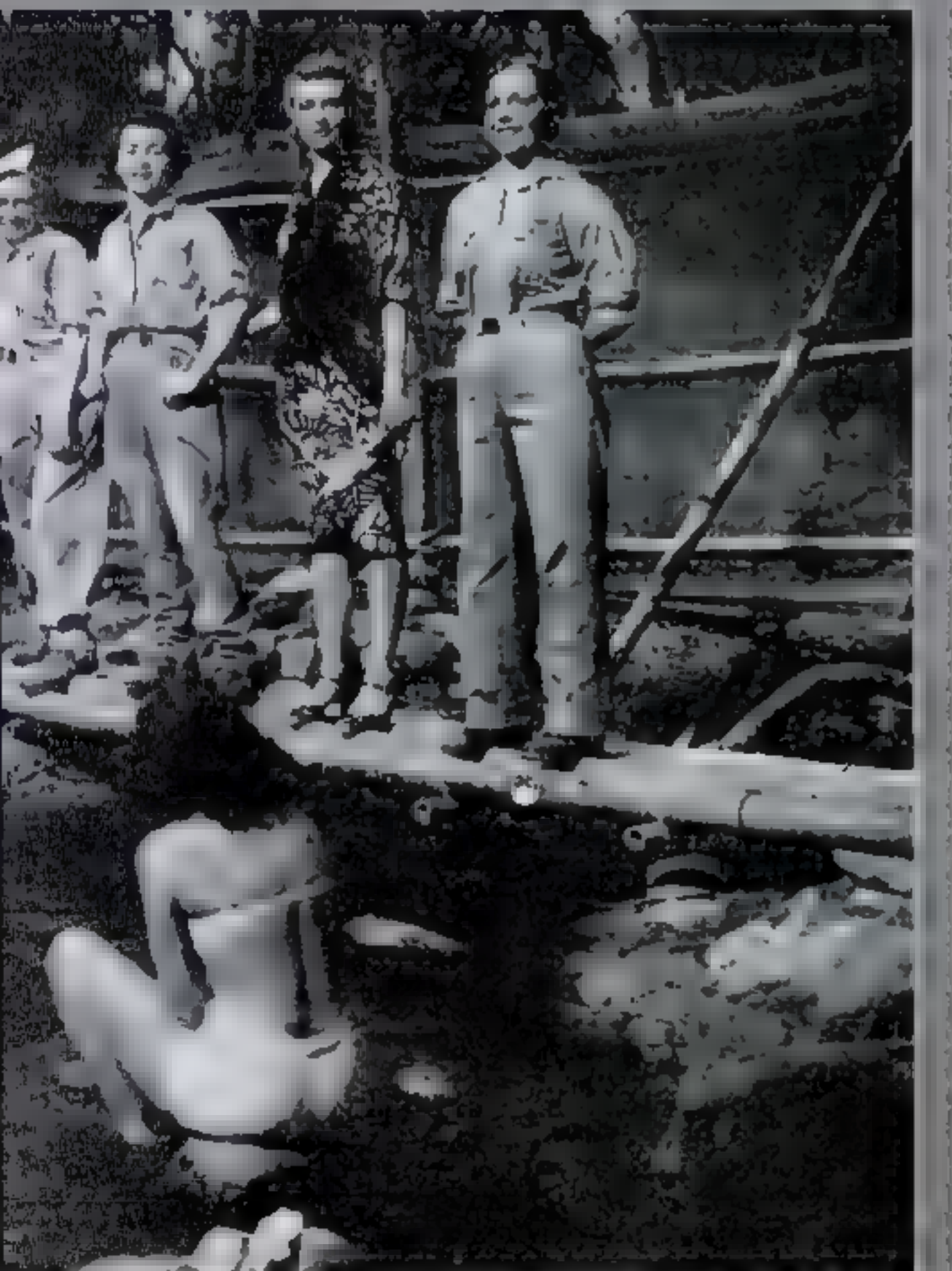
*You're Welcome at* **TEXACO DEALERS**

"So Proudly We Hail" (continued)



Nurses on Bataan washing themselves and their remaining clothes in a little creek outside Hospital No. 2 was photographed by Mrs. Melvin J. Jee. The picture appeared in LIFE, Apr. 20, 1942. Bottom picture shows the same scene.



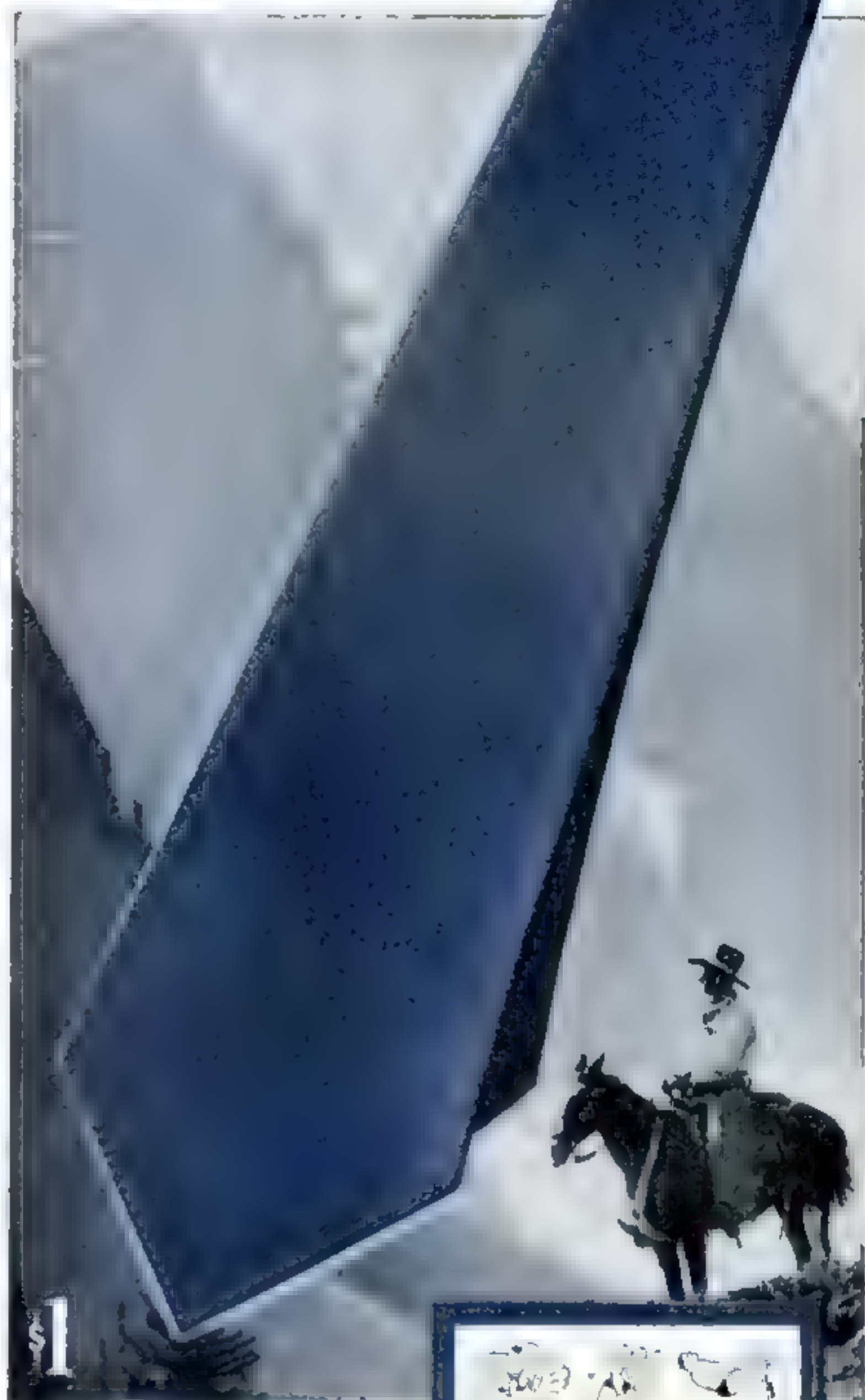


reproduction of the bathing creek. Movie nurses including Claudette Colbert (holding helmet) are dressed in similar apparel as Batuan nurses in the picture above. Studio scene copies rocks, planks and background of nurses' quarters.

CONTINUED ON NEXT PAGE

# Colorado Blue

A NEW COLOR-ORIGINAL IN WEMBLEY TIES



A clear, crisp, becoming blue, exclusive in Nor-East Non-Crush fabric — the famous wrinkle resistant cloth that keeps its fresh, fine appearance. Due to war-conditions, Wembley Nor-East Ties are not available everywhere. If your dealer does not have the new Colorado Blue, we hope he will have other Wembley Ties that you will enjoy wearing.



# Wembley Ties

MADE OF PRIESTLEY'S NOR-EAST NON-CRUSH FABRIC  
Buy War Bonds through your retailer too

COPYRIGHT 1943, WEMBLEY, INC., NEW ORLEANS



# TWO MOST BEAUTIFYING CREMES EVER CREATED.

BY THE EXCLUSIVE HOUSE OF LOUIS PHILIPPE



*Angelus*  
DRY SKIN CREME FOR  
DRY, SENSITIVE SKIN

*Angelus*  
"ALL-PURPOSE" CREME  
FOR EVERY DAY USE



*Economically priced at 49¢ per jar  
Super deluxe size 79¢* plus Federal tax

## You Can't Buy Any Better "All-Purpose" Creme!

Just see if you don't agree that ANGELUS "All-Purpose" Creme is one of the best and most beautifying all-purpose cremes you ever used. Here is a creme that really lives up to all its beauty claims! This pure fragrant creme (fluffy as whipped cream) penetrates pore openings, it immaculately cleanses, helps nature refine pores and is an excellent powder base. Use daily to help keep your skin exquisitely textured, and glowing with a fresh youthful radiance.

## Why This Dry Skin Creme Is So Popular!

Dry, flaky skin invites wrinkles, crow's feet and crepy throat alarmingly fast. So you can't start too soon to use this truly remarkable ANGELUS Dry Skin Creme. ANGELUS is not a heavy, greasy creme. Instead, it is a delightfully balanced one with a lanolin base which is enchantingly fragrant. ANGELUS spreads on so smoothly—so lightly—yet it is unexcelled to lubricate dry, rough skin! Also a superb powder base—holds your make-up daintily fresh for hours.

*At all cosmetic counters*

*Louis Philippe*

ANGELUS LIPSTICK—ROUGE—FACE POWDER—CREMES—MAKE-UP

"So Proudly We Hail" (continued)



Picture at top appeared in LIFE (April 13, 1942), shows wounded man sitting outside concrete-faced entrance to Corregidor's hospital tunnel. Bottom picture shows same scene as it appears in *So Proudly We Hail*



# \* Apple "Honey"

// protects tobacco's freshness...  
protects smokers' pleasure!



## It makes a big difference to tobaccos

Sprayed on Old Gold's choice blend—including delightful Latakia—until every shred is reached, Apple "Honey" guards against dryness and protects the natural moisture that's so important to flavor and freshness.



## It makes a big difference to you

Apple "Honey" helps to make sure that your cigarette is right. You'll be quick to recognize the advantages of this new, tasteless conditioning agent made from the pure juice of apples. Buy Old Golds for real enjoyment.

*\*This new moistening agent was first developed by scientists in the Eastern Regional Research Laboratory of the U. S. Department of Agriculture. We named it Apple "Honey."*

# Old Gold

CIGARETTES



*Lowest*

The results of impartial tests as published by Reader's Digest in July of last year, when figured in percentages, show that Old Gold was:

**14% LOWER** in nicotine

**10% LOWER** in throat-irritating tars and resins  
than the average of the 6 other brands tested.

*Back the Attack with War Bonds!*

**LISTEN TO:**

Sammy Kaye's Band and Guests  
WEDNESDAY EVENINGS, CBS NETWORK  
Bob Crosby and His Orchestra  
SUNDAY EVENINGS, NBC NETWORK

R. J. Reith Company  
—Established 1760



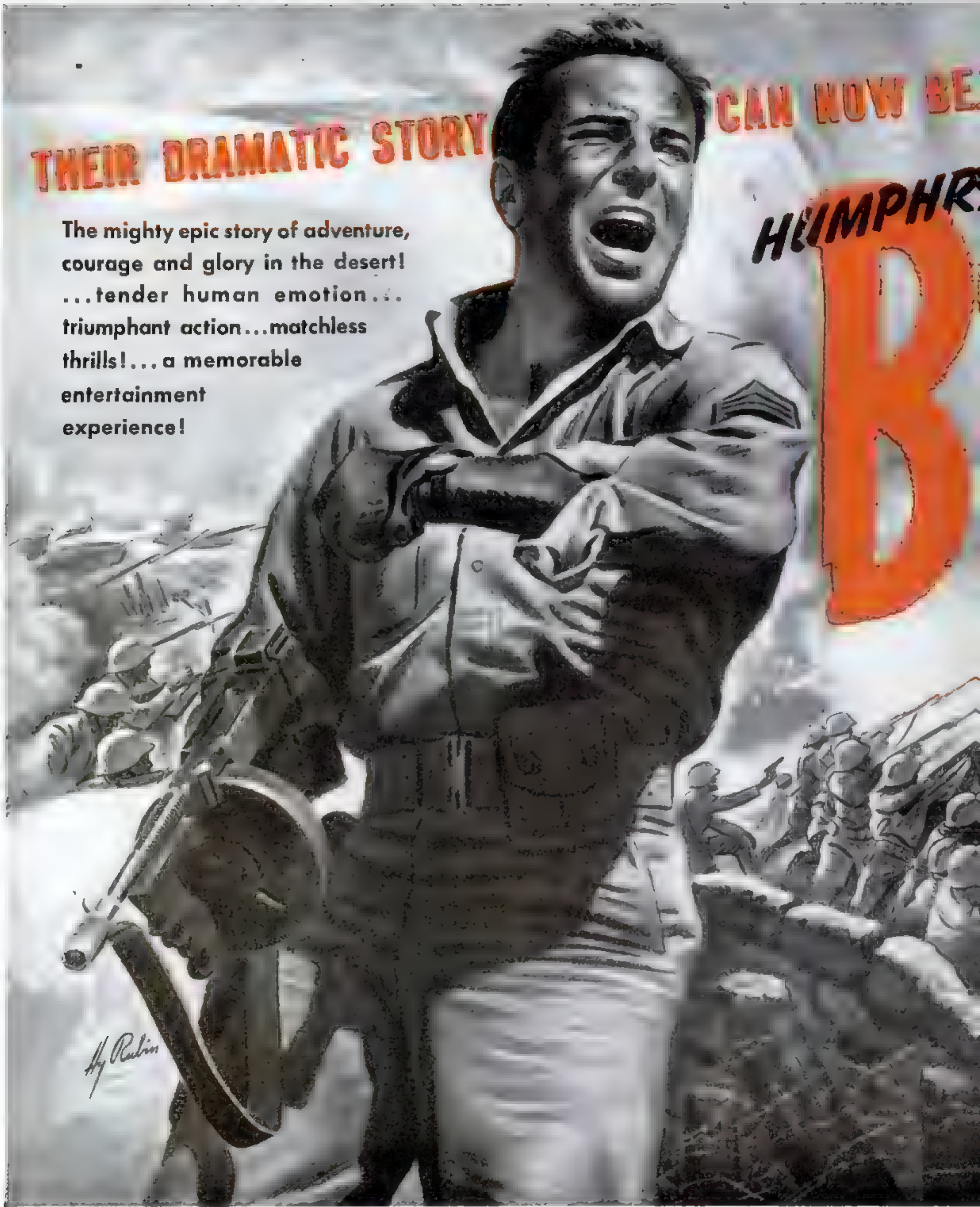
**THEIR DRAMATIC STORY**

**CAN NOW BE**

**HEIMPHR**

**B**

The mighty epic story of adventure,  
courage and glory in the desert!  
...tender human emotion...  
triumphant action...matchless  
thrills!... a memorable  
entertainment  
experience!





**TOLD!**

**HEY**

# BOGGART

THE GREAT STAR OF "CASABLANCA"

# SAHARA

with

**BRUCE BENNETT · J. CARROL NAISH · LLOYD BRIDGES**

Screen Play by John Howard Lawson and Zoltan Korda · Directed by ZOLTAN KORDA

**A COLUMBIA PICTURE**





## THE PURPLE HEART

Army and Navy now award  
this oldest decoration more  
than any other. It goes to  
all men wounded in action





THE MOST DECORATED U. S. OFFICER IS GENERAL DOUGLAS MACARTHUR WHO IS ENTITLED TO WEAR ALL THESE U. S. RIBBONS TO IDENTIFY THEM, SEE RIBBONS BELOW

## DECORATIONS AND SERVICE RIBBONS OF U. S. ARMED FORCES

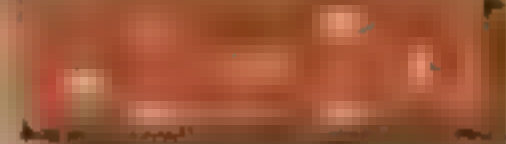
Shown on this page are the ribbons which men in our armed forces wear in wartime in lieu of their decorations, and on the next page those they wear for their campaign medals. Many a hero will not receive his medal until peace comes because of the shortage of bronze, but each ribbon tells its story, and you can see where he was

when he has been and with his branch of service. You know how to read them. The decorations which represent deeds of heroism or extraordinary merit are on page 4. The decorations which are awarded posthumously are on page 5. The Purple Heart which was created by Gen. William

Many of these, such as the Legion of Merit, the Air Medal, the Navy and Marine Corps Medal have been established since Pearl Harbor. Read the order of merit on the left (last) and on the right (first). A book on the decorations of the U. S. Armed Forces will soon be published by U. S. Insignia Co. which makes these ribbons



**CONGRESSIONAL MEDAL OF HONOR**  
This medal is the mark of an exceptional hero. It is awarded for conspicuous gallantry and at the risk of life above and beyond the call of duty. It is presented by the President in the name of Congress.



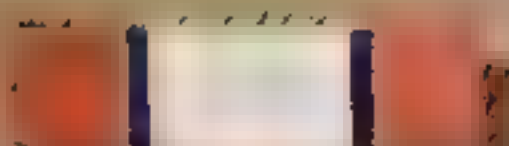
**MARINE CORPS BREVET MEDAL**  
This rare decoration is awarded for distinguished conduct in the presence of the enemy. It was prescribed by the Secretary of the Navy in 1921 and for Marines ranks just after the Congressional Medal.



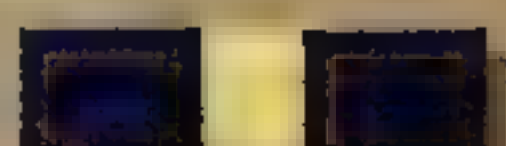
**ARMY DISTINGUISHED SERVICE CROSS**  
This decoration instituted in 1918, is the second most important medal of Army. It is awarded to U. S. soldiers for extraordinary heroism in connection with military operations against an armed enemy.



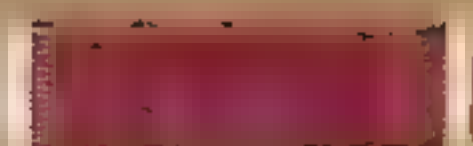
**NAVY CROSS**  
This medal, the Navy's second most important, is on a par with Army's DSC (left). It, too, is awarded for extraordinary heroism in combat action. Enlisted men who win it also get a gratuity of \$2 a month.



**ARMY DISTINGUISHED SERVICE MEDAL**  
This medal, established in 1918, is awarded to any member of the Army of the United States who distinguishes himself or herself by exceptionally meritorious service in a duty of great responsibility.



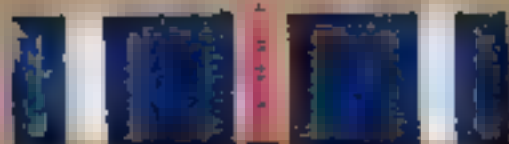
**NAVY DISTINGUISHED SERVICE MEDAL**  
This is the counterpart of the Army's Distinguished Service Medal and is governed by the same regulations. The DSM was awarded to Winston Churchill in 1919 for his services as Minister of Munitions.



**LEGION OF MERIT—ARMY & NAVY**  
This is a sort of junior DSM awarded to combatants and noncombatants for extraordinary fidelity and essential service. One of newest U. S. medals, it may be presented to foreigners in four degrees.



**SILVER STAR—ARMY & NAVY**  
This medal is awarded to any person serving with the U. S. Army or Navy who has distinguished himself by gallantry and intrepidity in action. Only Medal of Honor, Navy Cross and DSC outrank it.



**DISTINGUISHED FLYING CROSS**  
This is the highest aviation honor. It is given to American airmen for heroism or extraordinary achievement while participating in aerial flight. Foreigners serving with the U. S. may also receive it.



**PURPLE HEART—ARMY & NAVY**  
This is our oldest decoration. Originally issued by Washington in 1782, it lapsed after the Revolutionary War. In 1932 it was revived and is now awarded to persons wounded in action against the enemy.



**NAVY & MARINE CORPS MEDAL**  
This is awarded to any Navy or Marine Corps member who, since Dec. 8, 1941, has distinguished himself by heroism not involving conflict with the enemy. Design for the medal has not yet been approved.



**NAVY MERITORIOUS SERVICE**  
This medal was awarded to officers and men of the Navy and Marine Corps who rendered meritorious service during war with Spain. This decoration, which was for noncombat action, is no longer issued.



**AIR MEDAL—ARMY & NAVY**  
This is awarded to any person who, while serving with Army, Navy, Marine Corps or Coast Guard, distinguishes himself by meritorious achievement while participating in an aerial flight. It ranks after DFC.



**SOLDIER'S MEDAL**  
This decoration, which was established in 1926, is awarded to persons serving in any capacity with the American Army who have distinguished themselves by heroism not involving actual conflict with the enemy.



**ARMY DISTINGUISHED UNIT BADGE**  
This decoration, recently authorized by Presidential executive order, goes to Army units which are twice cited for outstanding performance of duty in action. Ribbon is set in gold-colored metal frame.



**NAVY PRESIDENTIAL UNIT CITATION**  
These citations are awarded to Navy and Marine Corps units for service in combat action above the high standard expected of them, which is outstanding as compared to the services of other comparable units.



## SERVICE RIBBONS CONTINUED



### NAVY EXPEDITIONARY MEDAL

Officers and men of the Navy, who have participated in a campaign for which no special medal is issued, are eligible for this medal. A bronze star is worn on the ribbon for each additional expedition.



### MARINE EXPEDITIONARY MEDAL

This is the Marine counterpart of Navy Expeditionary Medal and it is issued under some circumstances. Men who defended Wake Island from Dec. 7 to Dec. 22, 1941, wear a silver "W" on this ribbon.



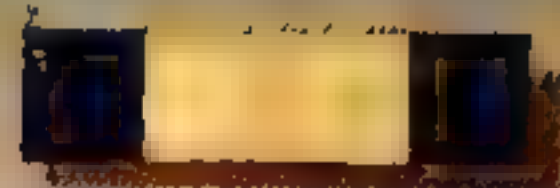
### CIVIL WAR MEDAL—ARMY AND NAVY

This medal was issued to officers and men of Army and Navy who served in Civil War between April 15, 1861—April 9, 1865. This is our earliest campaign medal. Head of Lincoln is on obverse of medal.



### INDIAN CAMPAIGN MEDAL—ARMY

This medal was given to those who took part in the Indian campaigns between 1865 and 1898. Reverse side shows an eagle perched on a cannon, supported by crossed flags, rifles and an Indian shield.



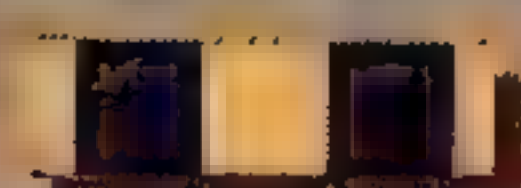
### NAVY DEWEY MEDAL

This ribbon is worn by men who were in naval squadron under command of Commodore Dewey in Battle of Manila Bay, May 1, 1898. All the Spanish ships were sunk and Dewey's victory was complete.



### NAVY SAMPSON MEDAL

This medal was issued to those who took part in naval engagements in West Indies in 1898. It is named for Admiral W. T. Sampson who conducted the blockade of Santiago and sank many enemy ships.



### SPANISH CAMPAIGN MEDAL

This medal commemorates the war with Spain. It was issued to Army men who saw active service in Puerto Rico, Cuba or the Philippines; to Navy men who were in service between April and December 1898.



### SPANISH WAR SERVICE—ARMY

This medal is awarded to officers and enlisted personnel of Army who served 90 days in the war with Spain between April 20, 1898 and April 11, 1899. It ranks just after Spanish Campaign Medal (left).



### ARMY OF CUBAN OCCUPATION MEDAL

This medal is issued to those who served in the Army of Occupation in Cuba after surrender of Santiago until May 20, 1902, when control of the island was turned over to newly elected Cuban Government.



### PUERTO RICAN OCCUPATION MEDAL

This medal commemorates the military occupation of Puerto Rico after the surrender of the Spaniards. It is issued to those who served in the Army of Occupation in 1898. The campaign was fast and easy.



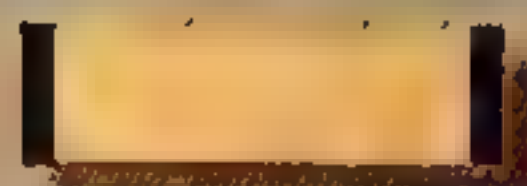
### PHILIPPINE CAMPAIGN MEDAL

This is authorized to all members of the armed forces of the U. S. who saw active service in the various campaigns to suppress numerous native insurrections (1899-1913) after surrender of Manila.



### PHILIPPINE CONGRESSIONAL MEDAL

This medal was given to all officers and men of the Army of the United States who volunteered to stay in the Philippine Islands after treaty of peace had been signed to help suppress native uprisings.



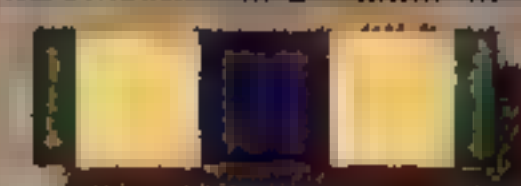
### CHINA RELIEF MEDAL—ARMY & NAVY

This one dates back to the Boxer Rebellion in 1900. Members of the U. S. contingent of the International expedition which was sent to the aid of besieged foreign legations in Peking may wear it.



### CUBAN PACIFICATION—ARMY & NAVY

Men of our Army and Navy who served in Cuba between 1906 and 1909 may wear this medal. After disputed re-election of President Palma was restored or der, and set up a provisional government.



### MEXICAN SERVICE MEDAL

This medal is awarded to Army men who were on active duty within Mexico in 1911-1919, including Veracruz seizure, and other engagements; to Navy men who participated in the Veracruz landing.



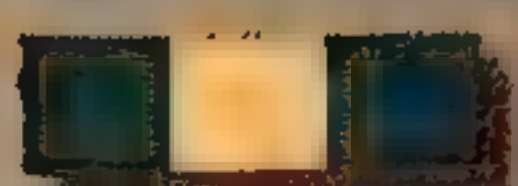
### FIRST NICARAGUAN CAMPAIGN MEDAL

This medal is awarded men of Navy and Marine Corps sent to Nicaragua to aid government in protecting life and property between July and November 1912. Marines were finally withdrawn in 1925.



### FIRST & SECOND HAITIAN CAMPAIGN

This medal is issued to officers or enlisted men of the Navy or Marine Corps who saw active service in suppressing the revolution in 1915 and in restoring order after an insurrection which took place in 1918.



### MEXICAN BORDER CAMPAIGN—ARMY

This is for members of Regular Army or the National Guard who served on the Mexican border in 1916 and 1917. Men who are eligible for or have received the Mexican Service Medal may not get this.



### DOMINICAN CAMPAIGN MEDAL—NAVY

This medal is authorized for services performed by personnel of the Navy and Marine Corps during operations in Santo Domingo in 1916, when our naval forces participated in suppression of a revolution.



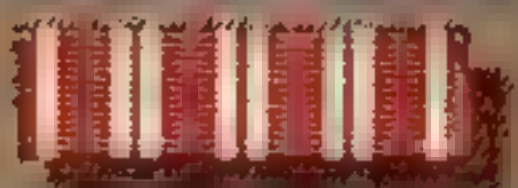
### WORLD WAR SERVICE ARMY & NAVY

This medal is commonly known as the Victory Medal and is authorized to members of our armed forces who saw active service during our participation in World War I. The medal has 19 different clasps.



### ARMY OF OCCUPATION OF GERMANY

This medal was not established until 1941. It is authorized to be issued to men of the armed forces who served in Germany or Austria-Hungary during period of occupation. Obverse has Pershing's profile.



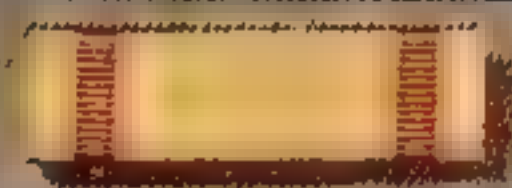
### SECOND NICARAGUAN CAMPAIGN

This medal is issued to commemorate the services of officers and enlisted men of the Navy and Marine Corps who saw active duty in Nicaragua or on ships involved during uprising and disorders of 1926-33.



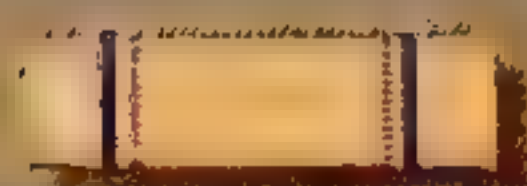
### YANGTZE SERVICE MEDAL—NAVY

This medal was issued to commemorate services performed by personnel of the Navy and Marine Corps who served on shore at Shanghai or in the valley of the Yangtze during 1924-27 and 1930-32.



### CHINA SERVICE MEDAL—NAVY

This medal is issued to commemorate the services of the Navy and Marine Corps during operations in China between 1937 and 1939. When the U. S. gunboat Panay was bombed, we almost fought the Japs.



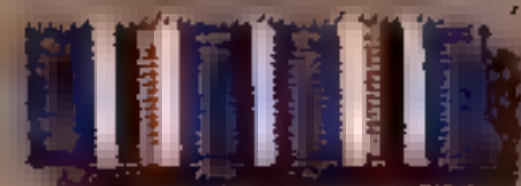
### AMERICAN DEFENSE MEDAL

This ribbon is most frequently seen today. It is worn by men who were on active service during national emergency preceding our entry into World War. It is referred to as the "Before Pearl Harbor" ribbon.



### ASIATIC-PACIFIC CAMPAIGN MEDAL

This medal is issued for award to members of the Army and Navy for active service in the theaters indicated. Note the narrow red and white stripes at either end of the ribbon. These are the Jap colors.



### AMERICAN THEATER CAMPAIGN MEDAL

This medal may be worn by those who have been on active service in this hemisphere outside the continental U. S. during this war. Note black and white stripes for Germany, the red and white for Japan.



### EUROPEAN-AFRICAN-MIDDLE EASTERN

This is issued to men of U. S. forces who have been on active service in these theaters in this war. Center green represents the green fields of Europe, and the brown edges the sands of African desert.



### ARMY GOOD CONDUCT MEDAL

Soldiers who wear this medal have honorably completed three years of active service on or after June 28, 1941, and have been recommended by their commanding officers for exemplary behavior.



### NAVY GOOD CONDUCT MEDAL

This is awarded to any enlisted man of the Navy whose service record is unblemished and who has shown marked proficiency in his duties in one or more enlistments. Pin is issued for additional awards.



### MARINE CORPS GOOD CONDUCT

This medal is awarded to a man who has completed his first enlistment with a high marking in military efficiency, neatness and intelligence, and has been recommended therefor by commanding officer.



### COAST GUARD GOOD CONDUCT

This is one of the three medals worn only by Coast Guardsmen, and its authorization is same as for Navy Good Conduct Medal. Other Coast Guard medals are for expert rifleman and expert pistol shot.





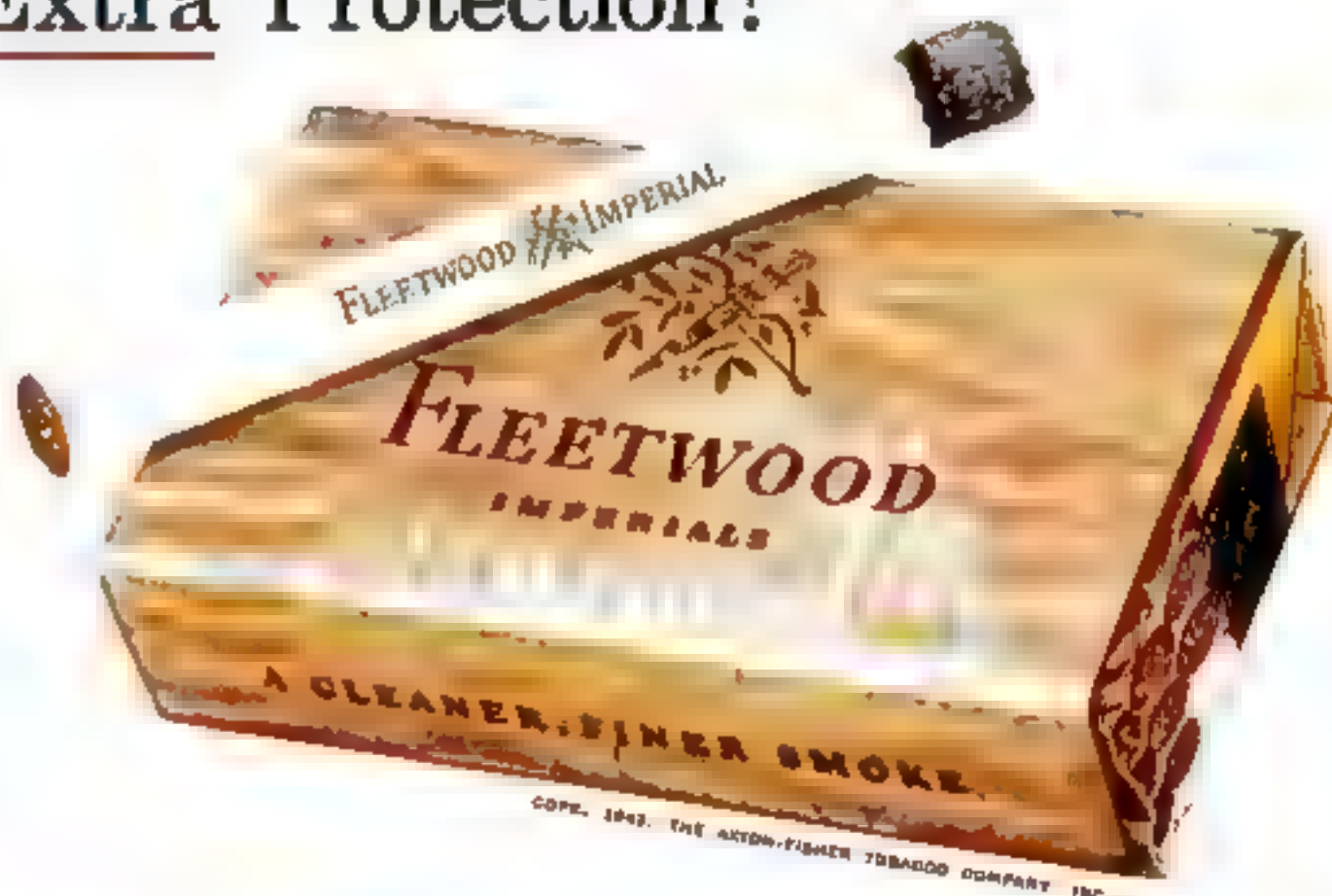
## Natural mildness with Extra Protection!

Fleetwood's promise is "A cleaner, finer smoke." A promise backed with facts! Fleetwood's smoke is *cleaner* because the moisture-retaining agent does not produce acrolein, an irritating gas usually present in cigarette smoke.

It is also cleaner because Fleetwood's *extra* length filters more of the nicotine, throat irritants, and tars that stain fingers and teeth. To get this *extra protection*, smoke your Fleetwood no farther than you would an old-size cigarette.

Fleetwood's smoke is finer because it comes from a blend of tobaccos which a professional jury of tasters of fine wines, teas, and coffees, found both milder and better tasting than any of the six largest-selling brands. Try Fleetwood! *The most successful new standard price cigarette introduced in over 20 years!*

**FLEETWOOD**  
A CLEANER, FINER SMOKE





## Speed

### *the end of war!*

- How can any of us women hasten this war's end?
- By saving time so that you can take a job which will release a man to fight this war to a finish sooner...that's how!
- Our country is asking for eighteen million women in war production or in necessary civilian service. It is a crucial emergency that is up to every American woman. If you can't weld or run a trolley, you can help organize a community nursery or work in a department store. But what you need most of all is *time* to take on this extra responsibility.
- To help you save time...even in a small way... Richard Hudnut has prepared a series of beauty shortcuts from the DuBarry Success School so that you can work for Victory and stay as lovely as you are now.

WOMEN ARE VITALLY NEEDED

TO WORK FOR VICTORY. APPLY TO YOUR

LOCAL UNITED STATES EMPLOYMENT SERVICE OFFICE.



#### BEDTIME SHORTCUT TO KEEP YOUR HAIR LOVELY AND SHINING



Stretch across your bed on your back, head over the edge. With a good brush, brush by pressing down first on the scalp hard, then sweeping on through the hair. A little toilet water on the brush helps freshen, removes dust. Brush fifty times.



Now for the pin-up job you should do to keep your hair well-groomed. Here's how to do one curl: square off a one-inch section of hair and dampen with water. Comb out. Twist the ends and roll them in a circle close to scalp.



Now, holding this circle tight and flat to the scalp, take a hair pin with the other hand and clip the curl flat near the scalp. Anchor with another hair-pin, forming a cross-cross as shown above. In the morning, remove pins, comb and arrange.

NUMBER TWO OF A SERIES OF  
BEAUTY SHORT-CUTS PUBLISHED FOR

*DuBarry*

BEAUTY PREPARATIONS  
BY RICHARD HUDNUT

FEATURED IN THE RICHARD HUDNUT  
SALON AND DUBARRY SUCCESS SCHOOL,  
605 FIFTH AVENUE, NEW YORK...AND AT  
COSMETIC COUNTERS EVERYWHERE.





BABY CAROL HAS A KNIT SHIRT BUT SHE AND MILLIONS OF OTHER U. S. BABIES WOULD LIKE A FEW SPARES. SOON SHE'LL WANT KNIT PANTS. WPB PROMISES ENOUGH BY 1944

## CLOTHES FOR THE BABY

**WPB ISSUES ORDERS FOR GREATER OUTPUT OF DIAPERS, SAFETY PINS AND OTHER ESSENTIALS**

**W**ith clear eye and some concern the baby above surveys the world of war around her. Her name is Carol and she is five months old. When she was born Rommel's Afrika Korps was fleeing toward its defeat in Tunisia and Congress was struggling with pay-as-you-go taxes. Since then the war news has been getting better and better and recently, for her and the nearly 8,000,000 other babies to be born in the U. S. in 1943, came the best news of all: an order from the War Production Board compelling all looms which were heretofore producing diapers to continue in diaper production exclusively. That was a step in the right direction for, war or no war, a baby needs a lot of things. If she is a first baby, like

Carol, and there are 45% more first births now than in normal years, she is hardest hit for she must start from scratch. There are no hand-me-down beds, carriages, toilet seats, underwear or other useful articles.

For the first time in 18 months it now looks as if there will soon be enough baby goods to fill all needs. Since shortly after the outbreak of the war there have been acute scarcities in many essential items. The biggest baby crop of all time in the U. S. is only part of the cause. The other part is that many people who never could afford to buy much for baby now have enough money to get her everything. To meet the demand, WPB during the past months issued numerous orders greatly increasing the output

of much-needed merchandise such as nipples, safety pins, perambulators, scales, knit underwear, rubber-substitute pants and sheets, and other essentials. On the diaper front, not only has WPB taken steps to see that 8,000,000 dozen will be produced this year (as against 5,000,000 dozen in 1939) but it has also issued an order that no diapers are to be sold to factories for such nonsense as wiping oily machinery. WPB, however, has ruled out all manufacture of such luxury items as electric bottle warmers, inner-sprung mattresses and rubber toys.

For a brief survey of some of the things which Carol and the millions of other babies will need and their chances of getting them, see pages following.





Machine-made dress is good enough for Carol but friends and relatives decry the fact they no longer can buy, for a few dollars, the delicately embroidered, fine dresses sewn by hand in the Philippines. These were a popular gift item. Carol and all the other babies will never miss them.

They would rather wear no dress at all. When a dress is called for, however, there are available many styles of domestic production. Ready-made knotees and sweaters of wool like Carol's were not plentiful but there is lots of wool yarn available if mother wishes to knit some by hand.





**Safety pins** are important in a baby's routine. It is reported that about 14,500,000 gross will be available this year. That should be plenty for all unless selfish mothers start hoarding. The new crib sheeting, coated with vinyl resin, is fine but scarce.



A **bathinette** is fun to kick around in but the new ones made of a rubber substitute with an all-wood frame can't take too much of a beating. The supplies are scarce and deliveries slow. Soft wash rags, towels and baby sheets are also difficult to get.



**Baby scales** are a rarity and can be purchased only on doctors' orders. For babies who need them, supplies of new scales with wooden tray (above) are plentiful. For all others, scarcity is a boon, as too much weighing wears down mother and baby.

CONTINUED ON NEXT PAGE

# "A GIRL SHOULDN'T BE TOO TRUSTING!"

JOAN ROBERTS, singing, dancing star of "Oklahoma," doesn't judge a cleansing cream by its trimming.



"A girl on the stage just can't let herself be dazzled by fancy jars or fancy prices. There's nothing like stage make-up to show you what a cleansing cream will or won't do, and like so many actresses I got around mighty quick to **ALBOLENE CLEANSING CREAM**."



"You appreciate Albolene's good old virtues of purity and efficiency when you see how beautifully and gently it eases off dirt—leaves your skin feeling so soft and refreshed. And so utterly clean."



**So thrifty!** Actresses don't want to pay for frills. Why should you? This huge pound jar of Albolene brings your cleansing cream cost down to 6 1/4 cents an ounce! Lasts for ages. Also in jars at 50¢, 25¢, 10¢.

## SAVE and CLEAN with ALBOLENE!



Why don't you get in on this "professional" cleansing cream? Your skin will rejoice in Albolene's bland, delightful cleansing. Many hospitals are important users, so you know the quality's superb. And how you save! Ounce for ounce, the three largest-selling creams average twice as high—using the largest, most economical sizes for fair comparison. Put the difference in War Stamps, help save your country, too. Made in the famous laboratories of McKesson & Robbins, Inc., Bridgeport, Connecticut.



# ALBOLENE CLEANSING CREAM

"AND MCKESSON MAKES IT"





## Not jilted — just wilted!



**1** Though this lady looks crushed  
by a terrible blow,  
She'll recover in time,  
you'll be happy to know.



**2** But right now she's wretched  
and down in the dumps  
House cleaning caught her  
like a child catches mumps!



**3** Oh, won't some kind friend,  
some relation, or neighbor  
Please tell her that WINDEX  
can save so much labor?



**4** Why, it's simple as pie—  
the spray does the trick,  
Makes glassware of all kinds  
look spic and span quick!



**5** And it's cheap as it's easy—  
each pane that you shine  
Costs less than a penny—  
one-tenth of a dime!



**6** So don't let those house-  
cleaning blues make you frown.  
Just pick up the WINDEX  
and mow the work down!

# WINDEX

Costs Only a Fraction of a Cent Per Window

WINDEX is a must for house cleaning! No streaking, no film,  
when you insist on this noninflammable, oil-free cleaner that  
costs but a fraction of a cent per window pane. Don't trust  
cheap substitutes!

WINDEX saves time, saves energy, saves you!  
For Economy, Buy The Big 20-ounce Size



## Clothes for the Baby (continued)



VICTORY MODEL CARRIAGE HAS WOODEN WHEELS, SPRINGS, BRAKES, HANDLE

## BABIES NO LONGER RIDE IN LUXURY

A city baby needs a carriage. With the war, production of baby carriages was greatly curtailed because they took so much metal (20-30 lb. per carriage) and rubber. Later, a Victory model (see above) using mostly wood and only six pounds of metal was devised. This was so rickety that the Government increased the metal allowance to nine pounds. Prudent mothers buy Victory prams (price, about \$40) only when they have abandoned all hope of finding a reconditioned old carriage. Strollers, needed when baby begins to sit up (below) used to take 20 lb. of metal, now take only 1½ lb. The anticipated 1943 demand for carriages and strollers is 900,000 each.



THIS ODD CONTRAPTION HAS FRAME OF WOOD, BODY OF WOVEN PAPER FIBER





Fine 18" x 13" enlargement of this painting will be sent on request while supply lasts. Write to our New York address for Lithograph D, enclosing 10c to cover postage and handling.

# Giant-Killer!



## WANTED: Mile-a-Minute Men!

As new, faster, harder-hitting Elco PTs are speeded to completion daily, there is a constant need for rugged, quick-thinking men to form the efficient combat teams that man them. Thus heroic opportunities are afforded to hundreds more young men who crave thrilling action at close grips with the enemy. The Navy's standards for PT officers and crews are high. Those who qualify have plenty to be proud of.

**BUY WAR BONDS**

**D**ASHING in close to towering foes to blast them with deadly torpedoes, our Navy's potent little Elco PT boats are scoring triumph after triumph over the enemy's mightiest giants. The record of their victories against heavy odds tells tales of dauntless deeds unexcelled by legendary heroes . . . gripping real-life versions of "Jack the Giant Killer"!

With lights blacked out and exhausts muffled, Lt. Commander Bulkeley and his men slipped their Elco PT into Subic Bay in the Philippines and torpedoed and sank a 5,000-ton ship while

under heavy fire from enemy warships and shore batteries. Near the island of Cebu, Elco PTs ripped open a huge Jap cruiser and sent it plunging to the bottom. Off Guadalcanal eleven Elcos routed *nineteen* Jap destroyers, sinking three. In another Solomons engagement a lone Elco PT destroyed a big enemy sub with two accurately aimed torpedoes.

And so throughout the embattled waters of the world the list of PT triumphs grows, with one thrilling exploit after another credited to the officers and crews of the boats your War Bonds are building.

**Elco PT**  
MOTOR TORPEDO BOATS

## ELECTRIC BOAT COMPANY

33 Pine Street, New York 5, N. Y.

Motor Torpedo Boats  
ELCO NAVAL DIVISION  
Bayonne, N. J.

Submarines  
NEW LONDON SHIP AND ENGINE WORKS  
Groton, Conn.

Electric Motors  
ELECTRO DYNAMIC WORKS  
Bayonne, N. J.



*"Mine's an RCA too!"*



*"What a radio!"*  
**RCA for me when I get home"**



*The fine RCA radio-phonograph shown below was one of the last produced before we went "all out" in war work. RCA production drive to serve Uncle Sam's needs began fourteen months before Pearl Harbor.*

THESE days all of the RCA's being built are for fighting men. In one form or another, RCA instruments enable our armed forces to see, hear and talk in ways never before possible. Plane communicates with plane, and tank with tank. In the ebb and flow of battle, the movement of troops is magically coordinated.

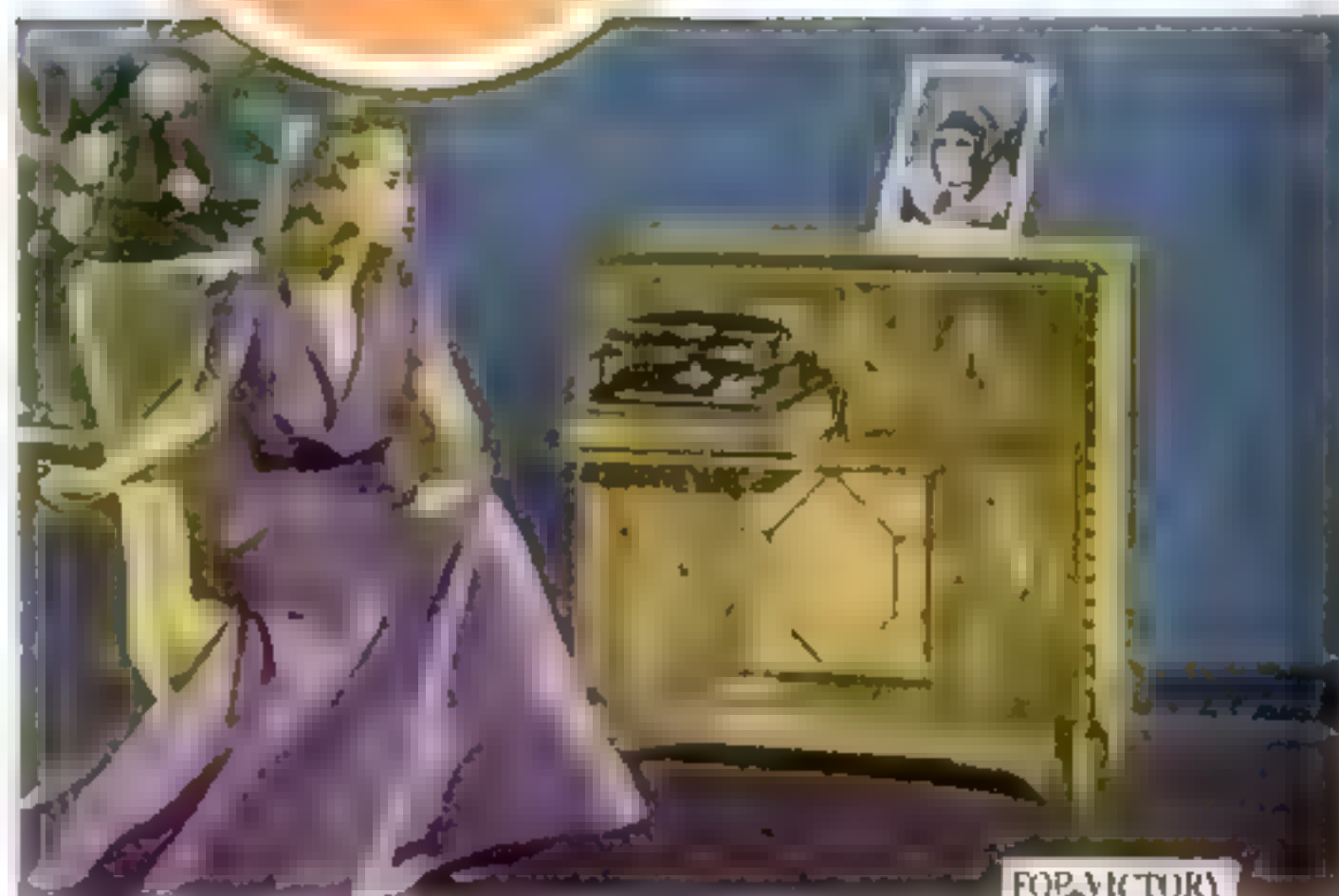
When lives and battles depend on radio equipment, as they so often do in modern warfare, you can't afford to have anything go wrong. *RCA knows that!* And so does every RCA worker.

How well they are doing the job is attested by the fact that of the first 646 workers singled out from the whole country by the War Production Board for suggestions contributing to the war

effort, 69 were from RCA manufacturing plants!

It's a little astonishing to think that the many different types of electronic equipment now seeing service on battlefronts all over the world are the outgrowth of the same science that produced your own RCA radio. But that's the way of RCA research—there are no limits to its quest for new wonders. After the war, all this added knowledge and experience will go to make your new RCA radio, or radio-phonograph, or television receiver, an even finer instrument. But first we must win the war... so today, buy War Bonds!

**TUNE IN** RCA's great new show "WHAT'S NEW?" Full hour every Saturday night, 7 to 8, FWT, Blue Network. Thrilling—don't miss it!



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STALIN GAVE MR. DAVIES THIS PICTURE OF THEM SHAKING HANDS IN THE KREMLIN, WITH FOREIGN MINISTER MOLOTOV AT RIGHT. IT APPEARED ON FRONT PAGE OF "PRAVDA"

# SECOND MISSION TO MOSCOW

LIFE PRESENTS JOSEPH E. DAVIES' ALBUM OF HIS HISTORIC ROUND-THE-WORLD FLIGHT TO SEE STALIN

**E**arly last May Joseph E. Davies, former Ambassador to Russia, set out from Washington on his second mission to Moscow. Traveling in a huge Douglas C-54 transport with two aides, his doctor and a crew of nine, Mr. Davies flew the Air Transport route across the South Atlantic, Africa and the Middle East to Russia, spent nine days in Moscow and flew back across Siberia. He was gone 27 days, traveled 23,770 miles in an actual flying time of less than six days.

The exact nature of Mr. Davies' mission has never been revealed. But he carried a letter from the President to Stalin, conferred for six hours with the Russian

Marshal and brought back a reply which made his mission "a complete success."

LIFE herewith presents the first picture record of this historic trip, taken from Mr. Davies' personal album. Except for the picture above, the pictures are all snapshots taken by members of his party.

Because of his highly successful ambassadorship and book and movie which resulted from it, Mr. Davies is regarded by the Soviets as their best friend in America. His reception in Russia was the warmest given any visiting foreigner. Military parades, banquets, ballet performances were held in his honor. *Praeda* published

his picture with Stalin on the front page, gave him more prominence than even Winston Churchill received in Moscow. Mr. Davies' plane was provided with a fighter escort through most of his trip and given extraordinary freedom of flight.

Aside from his meeting with Stalin there were two other highspots of the trip to Russia. One was a visit to the ruins of Stalingrad, which he called "the most terrible, horrible, damnable thing I have ever seen." The other was the tremendous spectacle of Soviet Siberia which, hidden away from the world, has been turned into a thriving land of industry and agriculture.

**At Natal, Brazil,** Mr. Davies (right) visits the U. S. consulate. Left to right, Dr. Arthur Chase, his personal physician, Lieut. Colonel Donald Griffin and Vice Consul Harold Sims.



**At Dakar, on May 11,** he is begged for coins by street urchins. Mr. Davies bought a bottle of perfume while at Dakar which exploded when his plane flew too high over the desert.



**Near Luxor, Egypt, on May 13,** Mr. Davies and party visit the Temple of Karnak while plane is loaded with gas for the flight to Cairo. This once-famous tourist spot is deserted.





## Second Mission to Moscow (continued)



**At Baghdad**, on May 10, Davies is greeted by former U. S. Minister Thomas Wilson and General Sir Henry Pownall, British commander of Iraq. At the left is the plane's copilot, Robert Prescott, a former ace of the Flying Tigers, who collided with a streetcar in Cairo, hurt his eye.



**Royal arch** in Baghdad was photographed by Mr. Davies' companions while driving around the city. It was built by a former Emir, ancestor of present 8-year-old King Feisal II. Hurrying to reach Russia, Mr. Davies had little time in Iraq. He found Baghdad notable chiefly for its dirt.



**At Teheran**, on May 10, Davies shakes hands with Major General Donald Connolly, chief of Persian Gulf Service Command of U. S. Army. General Connolly was responsible for tripling flow of Lend-Lease to Russia in four months. Teheran is in British-controlled section of Iran.



**City of Teheran** lies at foot of a snow-capped range of Elburz Mountains. Mr. Davies found Teheran modern-looking, comparatively clean. The mountains he thought "beautiful in the tropical sun, but rather terrifying as you cross over them, sometimes through clouds and rain."



**At Kuibyshev**, on May 17, Mr. Davies stands with Vice Commissar Losovsky (right) and two Russian pilots who joined the crew when they reached Russian border. Plane was required to stay under 1,500 feet over U. S. S. R.



**Russian houseboys** of the U. S. Embassy, who once worked for Mr. Davies, welcome him back.



**Over the ruins of Stalingrad**, the Davies plane flies up the Volga River. Davies reports: "Stalingrad stretched along the river for about 40 miles. Practically all of the central and northern part of the city is utterly destroyed."





**Wrecked German planes** stretch for more than half a mile along this street in Stalingrad. The Russians dumped 1,000 of them here in cleaning up the city after the German retreat.



**An empty streetcar** stands forlornly on dirt-buried tracks. Mr. Davies found the city "pockmarked with shell holes, dug-outs, wrecked tanks, crashed planes and evidences of battle."



**One-legged citizen** makes his way through the ruins. Behind him is the building in whose cellar Field Marshal von Paulus, commander of German forces, surrendered on Jan. 31, 1943.



**On the broken wing** of a German plane, Mr. Davies stands with two Russian officers. Later when he got to Moscow Mr. Davies urged Stalin to preserve the heart of Stalingrad in ruins as "a monument to Russian heroism and a continuing testimonial to German fury and war horror."



**At the grave** of a Red Army officer, who died in battle of Stalingrad, Mr. Davies lays flowers in commemoration of the Russian dead. This impromptu gesture, novel to them, impressed and moved the Russian people. In the background is the building where Paulus surrendered.

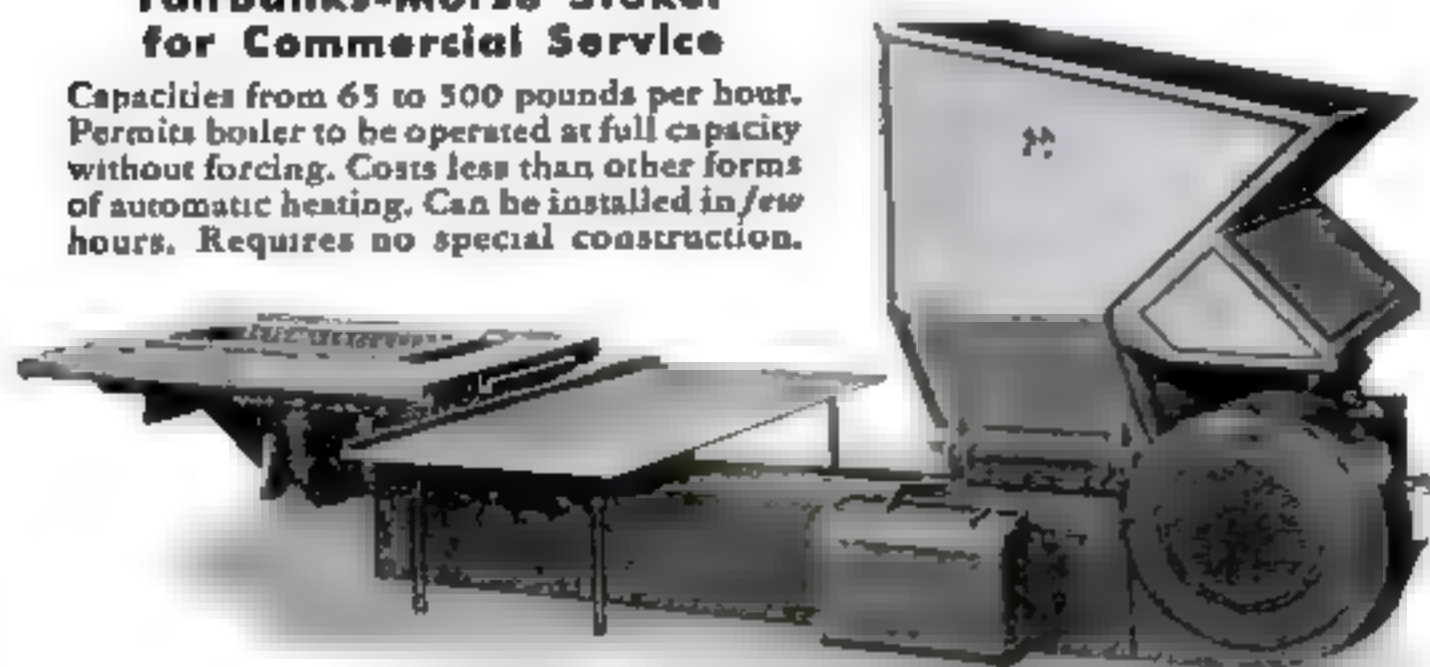




- Switch to a Fairbanks-Morse Stoker.
- Cut fuel cost—Use less of it.
- Release man power for productive war work.
- Avoid rationed fuel.
- See your Fairbanks-Morse Stoker Dealer for details of quick, inexpensive installation—now, or write Fairbanks, Morse & Co., Stoker Division, Fairbanks-Morse Bldg., Chicago, Ill.

#### Fairbanks-Morse Stoker for Commercial Service

Capacities from 65 to 500 pounds per hour. Permits boiler to be operated at full capacity without forcing. Costs less than other forms of automatic heating. Can be installed in few hours. Requires no special construction.



**FAIRBANKS MORSE**  
Automatic Coal Burners

#### Second Mission to Moscow (continued)



Kremlin Guest House, formerly the home of a Czarist merchant prince, was Davies' Moscow residence. He found the furnishings handsome, the service faultless, the food excellent. Knowing he was not well, his hosts had a specialist in attendance.



Bathroom of the Guest House is practically American in elegance. This tub is made available to distinguished guests of the Soviet. The Guest House corresponds to the Blair House in Washington where the leaders of foreign governments are put up.



Davies and Stalin pose in Stalin's office at the Kremlin where they spent six hours together. Mr. Davies found Stalin "well, strong and unworried." Mr. Davies' movie, *Mission to Moscow*, which Stalin liked, was shown at a Kremlin dinner in his honor.

CONTINUED ON PAGE 32



# Men Who Plan beyond Tomorrow Like CANADIAN Whisky at its Glorious Best!



Moscow-Chicago "Flight 2" wheels into its glide to the North Pole Airport of *Tomorrow*...half-way stop on shorter routes over the top of the world. Built on eternal ice, the airport will be heated and automatically kept snow-free by radio rays. With administration buildings, maintenance hangars and hotel accommodations, it's being projected *now* by aviation engineers... Men Who Plan Beyond Tomorrow!

\* \* \*

SEAGRAM thought of the future six years ago. When "Gone With the Wind" topped the best-seller lists. When the German dirigible Hindenburg burst into flames at Lakehurst. 'Way back then, the fine whiskies in Seagram's V.O. CANADIAN were carefully blended for flavor and stored away to mellow. Through six calendars these rare whiskies have been treasured for *Tomorrow*... so the V. O. of today will always be smooth and gracious—preferred for the WORLD'S LIGHTEST HIGHBALL.



## Seagram's V.O. CANADIAN

CANADIAN WHISKY • A BLEND OF RARE SELECTED WHISKIES

Six Years Old — 86.8 Proof. Seagram-Distillers Corporation, New York



# A day in my life

BY NC 21320

I'm a transport plane flying the routes of a U.S. Airline. My job is twice as big as in former days. I fly longer hours, carry double the number of passengers, twice the mail and express. That's what winning the war means to me. I like it! And because I'm maintained to perfection, I can take it!

Take an ordinary day like today. I covered 1800 miles between 32 different pairs of cities. I rushed 23 war production executives to conference with government officials. I hurried 25 Navy and Army officers to their new assignments and brought 8 officers and men home on furlough. I saved hours of travel time for 24 War and Navy Department executives and 30 businessmen. I even found space for a famous actress touring the camps to give the boys a laugh.

As I go about my day's affairs, I wonder what America would have done for air transport in this high-speed war if the Airlines hadn't years ago laid the groundwork for it! And what tremendous gains in efficiency will come to peacetime America because of the decades of advancement which the Airlines are concentrating into these few wartime years - carrying millions of passengers and tons of mail and express over a vast network of domestic and international Airways.

This is my day - a busy, busy day for my country and my countrymen. I'm proud to be able to do the job for them.

When you travel by Air, make it an early plane and early if you change. When you use Air Express, you deliver my important shipments as soon as they're ready. Air Transport Association, 1515 Massachusetts Ave., N.W., Washington, D.C.

BACK THE ATTACK - BUY EXTRA WAR BONDS THIS MONTH!

**THE AIRLINES OF THE UNITED STATES**  
AIR TRANSPORT GETS THERE FIRST PASSENGERS . . . MAIL . . . AIR EXPRESS





*For the Rum Connoisseur*



**RONRICO**  
*Best RUM bar none*

The Rum Connoisseur contains over 100 tested drink and food recipes. Send for your Free copy. Ronrice Corporation, Dept. 1A1 Miami, Florida. Ronrice Rum 86, 90 and 151 Proof.

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## You Can Get Quick Relief From Tired Eyes

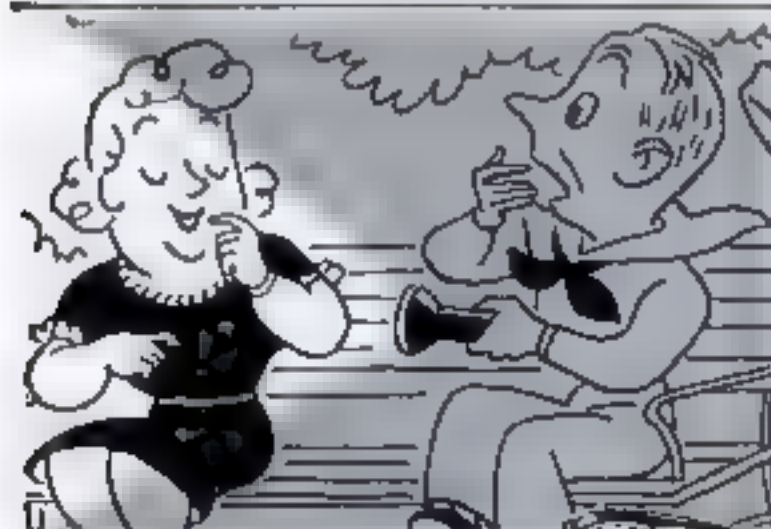
**MAKE THIS SIMPLE TEST TODAY**  
Eyes tired? Do they smart and burn from overwork, sun, dust, wind, lack of sleep? Then cleanse and soothe them the quick, easy way — use Murine.

**WHAT IS MURINE?**  
Murine is a scientific blend of seven ingredients — safe, gentle, and oh, so soothing! Just use two drops in each eye. Right away Murine goes to work to relieve the discomfort of tired, burning eyes. Start using Murine today.

**MURINE**  
For YOUR EYES

SOOTHES • REFRESHES

★ Invest in America — Buy War Bonds and Stamps ★



Dim-out dating's pretty chancy,  
But don't you fret  
for Seaman Clancy!  
As he throws the beam her way  
He sees if he should run or stay

**BRIGHT STAR**  
BATTERIES



You can't buy them so fast  
When it's over there'll be none



On the way home, Mr. Davies arrives at Novo Sibirsk on May 29 and is met at the airport outside the city by a guard of honor. Novo Sibirsk is the greatest boom city of the Soviet East. Its population has multiplied many times in the last four years.



The Governor's House in Novo Sibirsk put up Roosevelt's portrait beside Stalin's in honor of the Davies visit. The 32-year-old governor of the territory gave Davies a brilliant banquet, after which Red Army chorus sang and danced in street outside.

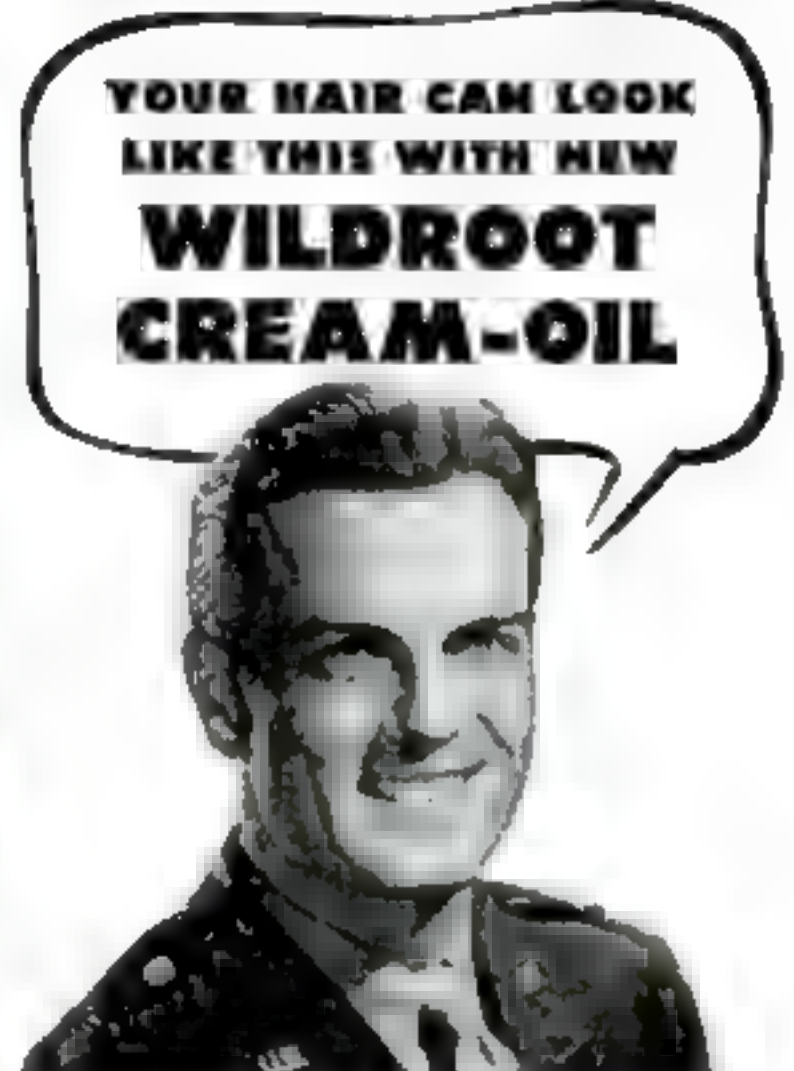


Yakutsk is last Russian stop. The plane, painted "Mission to Moscow" by crew, is a handsomely appointed transport reserved for U. S. dignitaries. A Russian general who went aboard threw up his arms in amazed admiration, cried, "Ah! America!"

CONTINUED ON NEXT PAGE



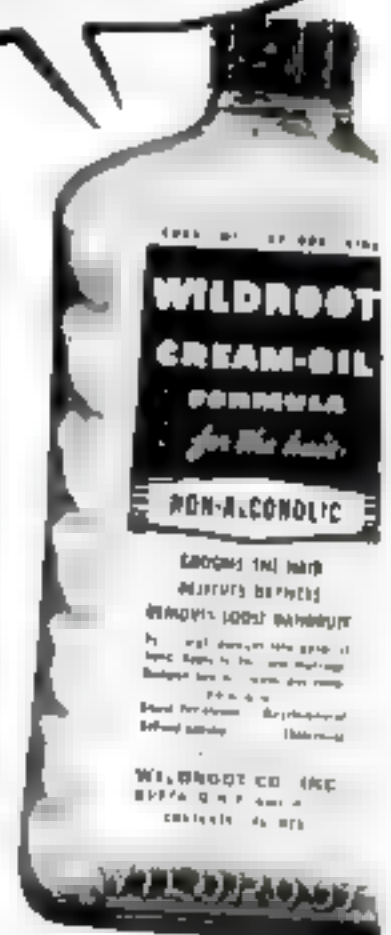
**CAN YOUR SCALP PASS THE "FINGERNAIL TEST?"**  
1. Scratch your head and see! If you find signs of dryness or loose, ugly dandruff, you need new Wildroot Cream-Oil-Formula. Grooms, relieves dryness, removes loose dandruff! Two sizes, 60¢ and \$1.00.



**YOUR HAIR CAN LOOK LIKE THIS WITH NEW WILDROOT CREAM-OIL**  
2. Keeps your hair well combed all day long, and without a trace of that greasy look! And grooming without grease means no more stained handkerchiefs, no greasy pillow slips! Your hair looks good and feels good!



3. Refined LANO-LIN has long been prescribed because of its soothing qualities, and because it closely resembles the oil of the human skin. Wildroot Cream-Oil is also homogenized for uniformity. No wonder 76 of every 100 users in a nation-wide test prefer it to the preparations they had been using. Get a bottle today at your druggists.



**NEW!**  
**WILDROOT CREAM-OIL**

BACK THE ATTACK — WITH WAR BONDS



**REQUEST TO MEMBERS**  
of the world's most  
famous After-Shave Club



**BECAUSE** certain ingredients are needed for war production, the supply of Aqua Velva is limited. Long the world's most popular after-shave lotion, there is now less Aqua Velva to meet a growing demand.

**Avoid waste.** Just a little Aqua Velva after shaving leaves your face feeling refreshed. Clean, fresh scent. So use Aqua Velva sparingly. That way you'll enjoy it more regularly.



**A FEW OF THE MEMBERS**

*Alvin Karpis*  
*Paul Barker*  
*James Thompson*  
*Jed Shering*  
*Ernest Galt*  
*Charles*  
*Lucius Beebe*

**Second Mission to Moscow** (continued)



Over Siberia on the way home, Mr. Davies wears an oxygen mask as he works on his notes. He was tremendously impressed by the opening up of Soviet Asia which only a handful of foreigners have been allowed to glimpse. He reports: "All along the

*In The Service*

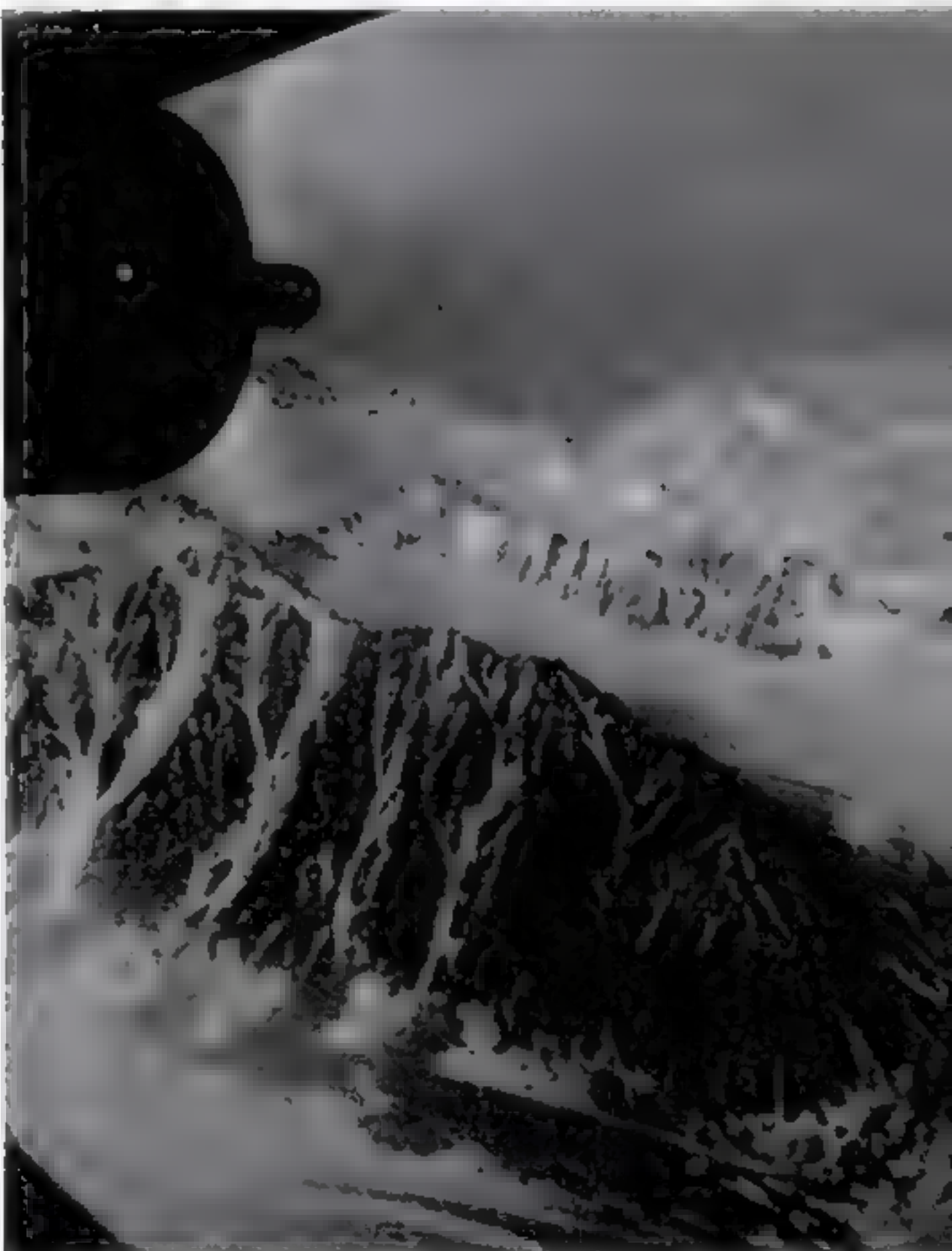
Under fire, the Army doctor is ready on an instant's notice to relieve pain, to halt infection, to save lives. But one of the "medic's" greatest services is "preventive medicine" that keeps our soldiers strong and fit and healthy.

Your Fisk Dealer, a trained tire specialist, offers you "preventive maintenance" to keep your tires strong and healthy, to add miles to their life. Wherever you see the sign of the Fisk Boy, America's best loved trade mark, you will find a friendly, experienced Fisk Tire Dealer whose business it is to serve you.

**FISK**

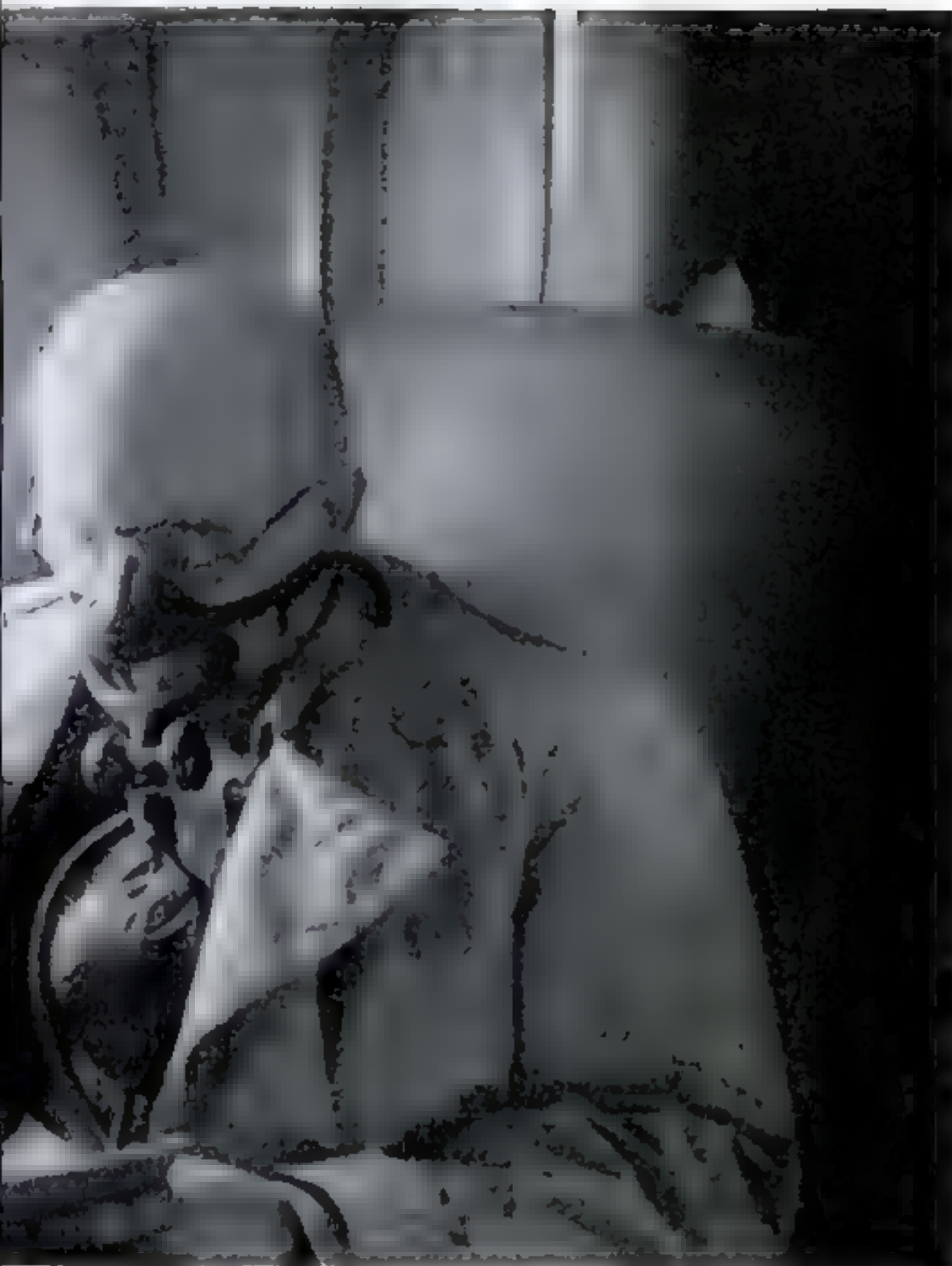
Chicago Falls, Massachusetts • Division of United States Rubber Company  
Makers Of The Safety Stripe Tread

**TIME TO RE-TIRE**  
REG. U. S. PAT. OFF.

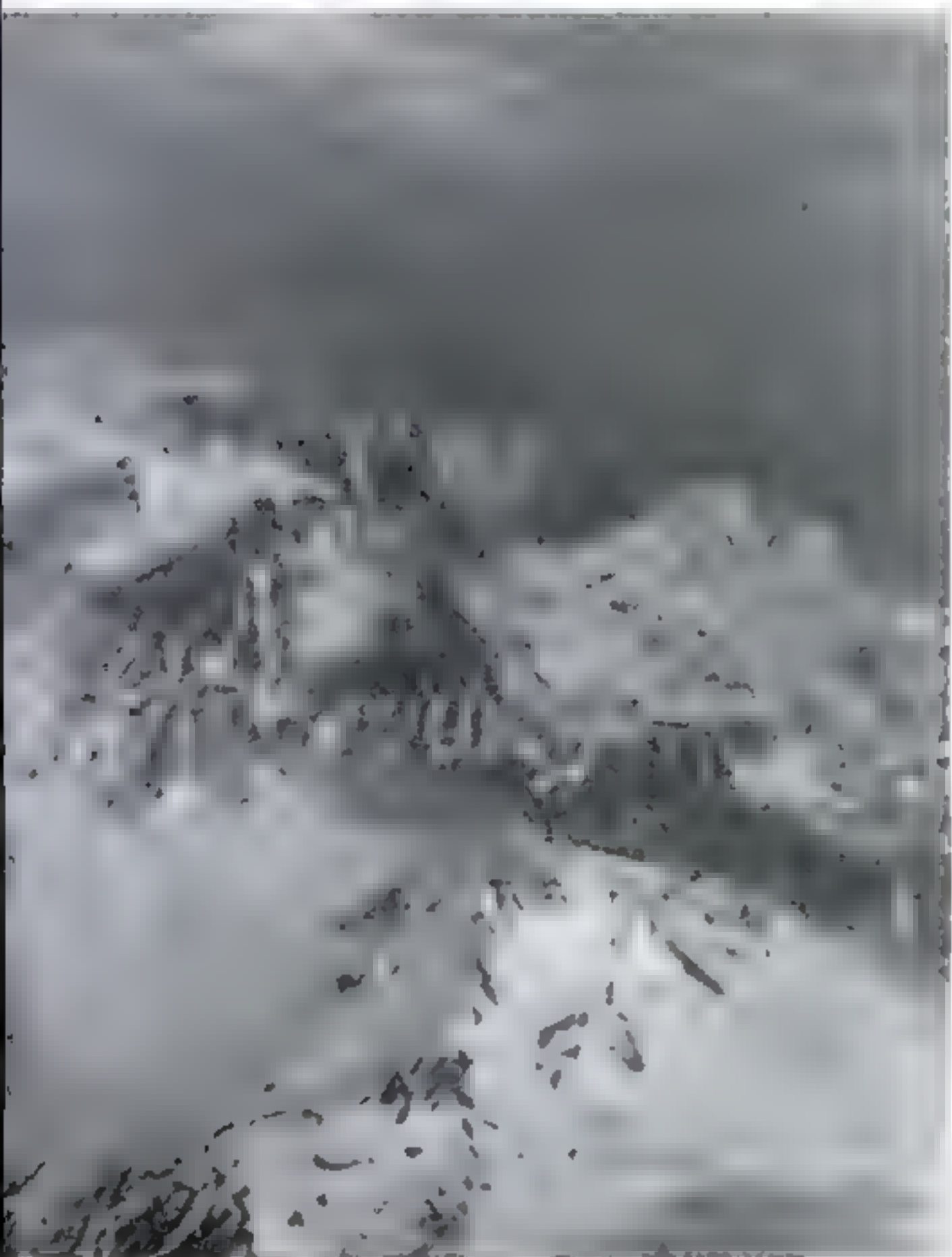


The northwest mountains of Siberia stretch for thousands of miles along route to Alaska. Streaked with glaciers, they reminded Mr. Davies of sebras. Over this icy, desolate country the Davies plane flew nonstop for ten hours, passing within a few





Frontier, which corresponds to the West, I saw great cities, laid out in squares like our prairie towns, dotted with huge factories—one small Pittsburgh after another. Little towns a few years ago, now with a population in the hundreds of thousands."



hundred miles of the world's coldest spot (Verkhoyansk). A plane forced down in these mountains could probably never be reached by rescuers. On May 31 Mr. Davies reached Nome and on June 3 he was back in Washington, 27 days after he started

**TASTE**  
THE DIFFERENCE  
TONIGHT!



**FEEL**  
THE DIFFERENCE  
TOMORROW!

"HERE'S HOW I DID," says captivating CELESTE HOLM, comedienne of hit show "Oklahoma"



Miss Holm always insists on White Rock...claims it makes her drinks taste better...helps keep her feeling fit next day. White Rock is mineral water, **SUPER-CHARGED**, with a sparkle that stays to the end of your drink.



She takes a glass of plain, sparkling White Rock before going to bed and again in the morning for good health's sake. You see, White Rock is beneficial, more healthful...on the alkaline side.



The beneficial natural mineral salts in White Rock combat acidity, help keep you feeling fit next day.



**White Rock**  
SPARKLING MINERAL WATER  
ON THE ALKALINE SIDE

Save with the  
**BIG BOTTLE!**  
... enjoy the  
best for about 3¢  
a bottle!

*The choice of the  
American Gentleman*  
— because in  
**AGE and TASTE**  
*it is Scotch Whisky*  
**AT ITS BEST!**

**V.A.T. 69**  
*8 Years Old*

PARK & WILFORD IMPORTERS NEW YORK BLENDED SCOTCH WHISKY 56 PROOF





WORLD'S STANDARD OF EATING (prewar) is reflected in this map, which was prepared from the studies of Professor Merrill K. Bennett of the Food Research Institute of Stanford University. It is based on the fact that poor diets contain a high percentage of cereals and potatoes.

The white areas derive only 30-50% of their calories from cereals and potatoes, the black areas more than 90%. Actual famine does not occur regularly anywhere except in northern China. But other large areas suffer occasional famine and the world as a whole is badly undernourished.

# FOOD POSTWAR WORLD NEEDS TWICE AS MUCH FOOD TO LIFT THE UNIVERSAL BLIGHT OF MALNUTRITION

by JOSEPH J. THORNDIKE JR.

Of the two billion people in the world, well over two-thirds are badly fed. This stark fact in the 20th Century presents a staggering challenge to the architects of a new world order. For there can hardly be a stable world until most of the people who live in it have the first material necessity of a happy life. That necessity is food.

The map on this page shows in detail how poorly the world eats. The white areas, which have the best diet, lie in the United States, Canada, Australia, New Zealand, Britain, Germany, the Low Countries and Scandinavia. That is all. Yet even these fortunate countries are only relatively well fed. In the U. S. one-third of all the people are definitely malnourished, another third are below the dietary standard for good health fixed by the National Research Council (see p. 101).

The great problem for the postwar world is not starvation. As the map shows, there are only a few areas left where famine still occurs and only one (North China) where it occurs regularly. The problem is malnutrition. On the continent of Eurasia, the blight of malnutrition begins on the Atlantic beaches of France and sweeps across eastern Europe and Russia to reach its darkest in the teeming rice-fed basin of southern and eastern Asia. It covers all of Africa and all of South America. Through all these lands most of the people get enough food to stay alive but not the right kind of food to stay healthy or live long.

Nutrition experts divide food into two classes: "energy" foods and "protective" foods. Energy foods

provide the calories that every human being needs to live and do his work (see p. 101). Protective foods keep the body strong and healthy. Energy foods are chiefly fats, sugar and the great cereals—rice, wheat and corn. Protective foods are the rarer, costlier products like meat, milk, eggs and green vegetables which are filled with protein, minerals and vitamins. Over the world many more people get enough energy foods than get enough protective foods.

A group of food authorities led by F. L. MacDougall of Australia has set down what the world needs to be well nourished. Their figures appear in the box on this page. They can be summed up in a sentence: The world needs twice as much food.

This may sound like Utopia. Many economists have asked the question: "Can the world ever be well fed?" and while some have said "Yes," others have firmly answered "No." The most famous "No" was delivered by Robert Malthus, an English economist, who wrote

his essay on population in 1798. Malthus argued that population always pressed against the available food supply. As fast as more food was produced, there would be more mouths to feed. Since the food supply was capable of only limited expansion, whereas the fecundity of the human race was unlimited, mankind was doomed to remain forever on the verge of starvation.

To the Europe of 1800, Malthus sounded plausible. Famines periodically swept the Continent; England was having to import grain to feed her growing millions. But the century that followed Malthus made him look silly. This is what happened in Europe: The population doubled. The food supply multiplied. Famine disappeared. The life span lengthened by years. By the beginning of the 20th Century the countries of western Europe were worrying not about too much population but about the falling birth rate.

Those who looked to Asia could not dismiss Malthus so lightly. In the teeming lands of the East, which knew neither the West's agricultural science nor the West's birth control, population continued to rise almost as fast as the food supply. Yet even those lands were eating a little better before war came. The bogey of hunger had a part in causing the war, for the Japanese argued that their little islands could not feed their growing population. Stated more broadly to include all natural resources, this became the German doctrine of *Lebensraum*.

Taking the world as a whole, it seems clear that

## THIS IS WHAT THE WORLD NEEDS IN FOOD

- 50% MORE CEREALS
- 90% MORE MEAT
- 125% MORE MILK AND DAIRY PRODUCTS
- 125% MORE VEGETABLE OILS
- 300% MORE FRUITS AND VEGETABLES





WHERE FOOD CAN BE GROWN is shown on map, also based on Professor Bennett's researches. Only about 11% of the world's land surface is arable; more can be made arable by irrigation, fertilization, etc. The white areas, though considered arable, actually include smaller areas of

nonarable land. Japan, for instance, is only 15% arable. Shown also is the volume of world trade in agricultural products in 1929-36. New pattern of agriculture recommended by food experts calls for a manifold increase in this trade to permit greater national specialization.

enough food could be grown to give every human being a healthful diet. One way is to increase the area of food-producing land, shown on the map above. But an even greater abundance can be expected from increasing the yield from every acre (see pp. 103-108). Through scientific agriculture the good earth can be made to produce far more than it does—how much more, no one knows.

There still remains, however, the fact that the world's population is distributed very unevenly over the world's arable land. Whereas big Australia has only 7,000,000 inhabitants, the little neighboring island of Java has 42,000,000. Even with scientific agriculture, it is unlikely that the people of these densely populated areas can, in the near future, raise enough food to give themselves a proper diet.

The answer to this problem, at least in part, is more international trade in food. To an ever larger extent, produce must be raised in the countries of large acreage and shipped to those of large population. Western Europe has followed this trend in the past century, importing more and more of its food from the Western Hemisphere.

The militarism of this century put a large crimp in this trend. Countries like Germany and Italy, fearing dependency on foreign sources for food, tried to put their agriculture on a self-sufficient basis. It was a costly and retrogressive effort, resulting in such economic fallacies as Mussolini's campaign to grow wheat on the Pontine Marshes (some of the most expensive wheat ever produced).

One of the great decisions of the Hot Springs food



**FAMINE** like this still strikes in some parts of India, China, Africa. But while the problem of starvation is limited the problem of malnutrition is almost universal. The Government of China once began a report on nutrition to the League of Nations: "Most Chinese suffer from malnutrition all the time."

conference was to encourage a new pattern of world agriculture. According to this pattern the countries of large population in Europe would concentrate on growing the costly "protective" foods which take much manpower and are most difficult to ship. For their "energy" foods—the cereals—they would become largely dependent on imports. Some nations, like Denmark and the Netherlands, have already made the transition to "protective" foods and profited greatly thereby (until the war). It is the logical solution for Europe, but requires two conditions to make it work. First, a reasonable assurance of world stability, for a one-sided agriculture is a handicap in war. Second, enough money to pay for the imported food. Since the cereal-growing countries are not likely to want to im-

port protective foods from Europe, this means that Europe must have an export balance in manufactured goods and services.

It will take some time after the war to create this new agricultural pattern for Europe. For, besides the peacetime problem of malnutrition, Europe has the pressing wartime problem of actual starvation. This was the hard fact which the Russian delegates kept repeating at the Hot Springs Conference. Before the peace planners can worry too much about protective diets they must provide energy foods quickly for the starving. This means, for a while, planting more cereals instead of less. Only after this transitional phase can the long-term pattern be put into effect.

Given a fairly free world trade, Europe's food problem looks solvable. But Asia's is far more difficult.

For the densely populated countries of Asia are also backward industrially. They have no export balance and hence no money to pay for imported food. Barring a decrease in population or large-scale emigration, there is only one solution: a great industrialization. This is China's chosen course and may become India's too.

After the last war people worried a lot about the "overproduction" of food. Wheat rotted in the elevators of the Midwest, coffee was burned in Brazil and nations swapped bitter words about "dumping" agricultural produce on the market. In a world which is 80% malnourished there is no place for the idea of "overproduction." It will be a major job for the peace planners to find some way from this bitter farce to the bright but distant goal of freedom from want.



## NEW ZEALANDER'S DIET



**ONE WEEK'S FOOD** for a New Zealander: it gives him 2,800 calories a day, almost (but not quite) equals the good diet shown on page 101. This is based on the diet of urban workers.

## INDIAN'S DIET



**ONE WEEK'S FOOD** for an average worker in Madras, India: it gives him 2,400 calories a day (almost enough), not nearly enough protective foods like meat, milk, green vegetables.

## BEST AND WORST FED NATIONS SHOW RESULT

These pictures show the effect of food on human stature and health. The New Zealander is the world's best fed person—the Indian is the worst fed. Above is what they eat. In the table below is the result. The New Zealander lives, on the average, two and one-half times as long as the Indian. He is 3¼ inches taller, 34 pounds heavier, only one-sixth as likely to die from tuberculosis.

Whether if the Indian ate as well as the New Zealander, he would be as big, is open to question. But some Indians, such as the Sikhs, who get good food, average taller than many Westerners. To be as healthy and long-lived as the New Zealander the Indian would also require Western standards of medicine and sanitation.

	NEW ZEALANDER	INDIAN
WEIGHT	154 LB.	120 LB.
HEIGHT	68¼ IN.	63 IN.
LIFE EXPECTANCY	65 YEARS	27 YEARS
DEATH RATE	9.2 PER 1,000	21.8 PER 1,000
TUBERCULOSIS DEATHS	39 PER 100,000	232 PER 100,000
INFANT MORTALITY	31 PER 1,000	167 PER 1,000





# FOOD HAS MADE PEOPLE BIGGER AND HEALTHIER

The importance of food to health is obvious to anyone. But until this century it was more a matter of folklore than of science. British sailors, who suffered from scurvy, discovered long ago that lime juice helped them, drank it until they became known on every waterfront as "limeys." But they regarded lime juice as a medicine for a disease which, the doctors thought, was caused by a prolonged exposure to sea air. Only in 1920 did nutritionists find that scurvy is caused by lack of Vitamin C (also called ascorbic acid) which is found in citrus fruits and green vegetables.

Other diseases are likewise traceable to food deficiencies. Beriberi is caused by lack of thiamin, rickets by lack of Vitamin D, pellagra by lack of niacin. Still other diseases, though caused by germs, derive their chief terror from an alliance with malnutrition. Tuberculosis follows the level of nutrition with deadly accuracy, striking at those countries which eat badly and at those classes in each country which are lowest in the dietary scale. Throughout human history, plague has followed famine.

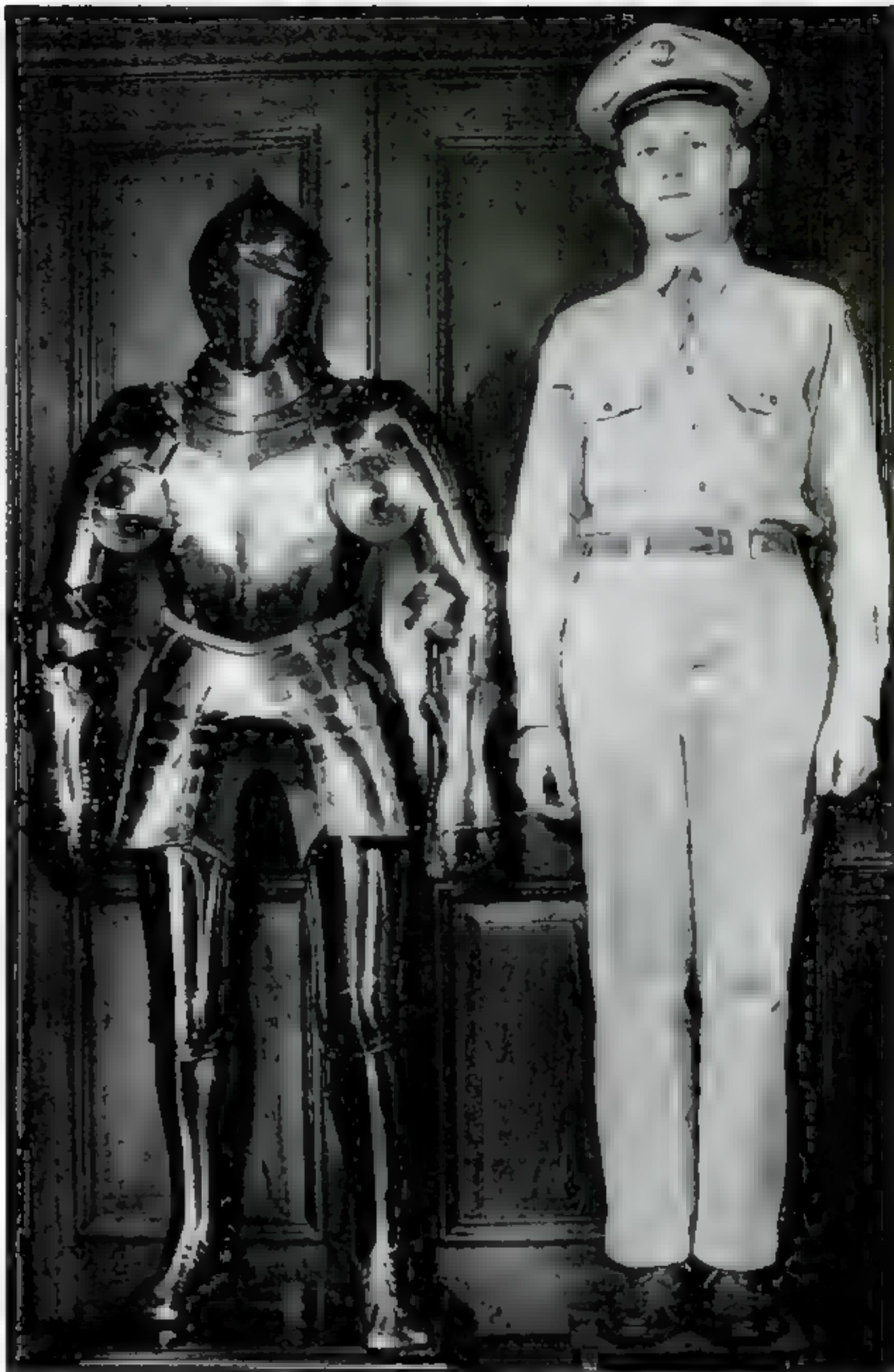
One of the most striking effects of diet is seen in human stature. Throughout the Western world the increase in the standard of living in the last two centuries has brought with it a steady increase in average stature. This common observation is confirmed by records kept in various European countries which have had compulsory military service. In America, the trend is particularly marked in women. Most Colonial dresses are too small for modern wearers. Entrance measurements at women's colleges show a steady rise. Miss America of 1921 was 5 ft., 1 in., Miss America of 1943 is 5 ft., 8 in.

The limit is by no means reached. In certain countries experiments have been made in feeding schoolchildren an extra meal containing the food elements which their normal diets lack. (The most famous of these, the Oslo breakfast, is shown below.) In all cases the children who got the extra meal grew taller and huskier than others. Extra food for children in school is one of the quickest ways to improve public health.

Good diet does not demand particular foods. People can be well fed on a great variety of foods, provided they contain the needed nutritional elements. The Eskimo, who has no arable land at all, is relatively well fed on his diet of fish and blubber. The African tribesman, with plenty of fertile land, is miserably undernourished on his lazyman's diet of cassava roots.

In any postwar efforts to raise the world standard of living, food is only one factor. But there is some reason to think that it ought to rank first. This is suggested by the history of an English housing project in which a slum area was cleared and the residents re-housed in a new development. Their level of health promptly dropped. Investigators found that, in order to pay the higher rent for their new homes, the ex-slum-dwellers were skimping on food.

Nutrition authorities believe that good food will result in a sharp rise in public health. A draft memorandum prepared before Hot Springs conference declares: "Although the application of modern nutritional knowledge to public health is a development of only the last 25 years, we already know that sound nutrition will reduce the toll of disease and will also do more to secure sound minds in healthy bodies than any other social reform. In the 19th Century the discoveries of the bacteriologists and the achievements of the sanitary reformers greatly reduced the toll taken by infectious disease. The provision to all classes of adequate diets would lead to an advance in public health comparable to that which followed the work of Pasteur."



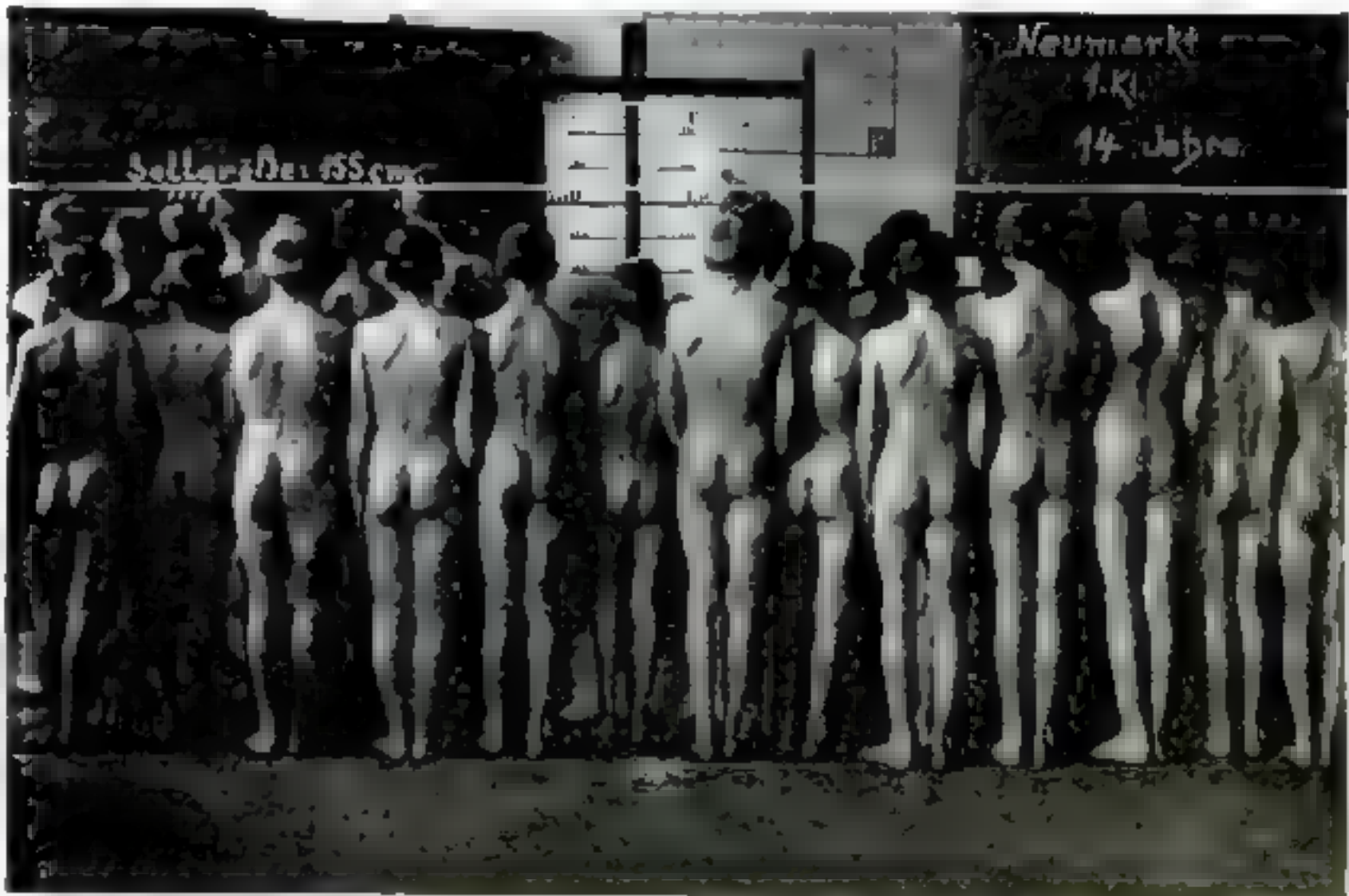
**WARRIORS HAVE GROWN** much bigger since knights wore armor. Average U.S. recruit (5 ft. 8.4 in.) could not get into this 16th Century fighting gear. Rise in stature is proved by military records of various countries. In the Netherlands the average size of recruits increased five inches between 1850 and 1907.

**THIS EXTRA MEAL MADE NORWEGIAN CHILDREN GROW 4 IN.**

5'-0.4"

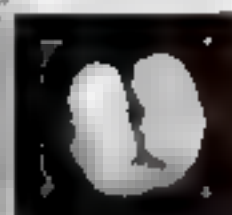
THE OSLO BREAKFAST, fed to schoolchildren in Norway, increased the average height of 14-year-olds by four inches. It consists of milk, orange, whole-wheat bread, cheese, rye biscuit, carrot and spoonful of cod-liver oil.

5'-4.1"

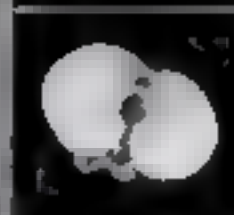


**STUNTED GERMAN CHILDREN** were the result of Allied blockade in World War I. At 14 these war children were far short of the normal height for 14-year-olds. Almost all European children will be stunted after this war, but Germans probably less than others since they still eat better than conquered peoples.

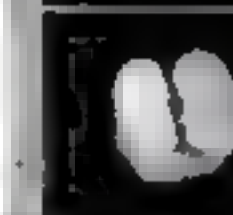




**TAKING A BATH**  
40 calories: half an apple



**MAKING UP**  
44 calories: half an apple



**TYPING**  
55 calories: two-thirds of an apple



**PLAYING PIANO**  
80 calories: one apple



**SWIMMING**  
234 calories: three apples



**DANCING**  
127 calories: one and two-thirds apples

**CALORIES ARE USED UP** by any kind of physical activity. This girl requires 1,400 calories a day just to live, plus ex-

tra calories for everything she does. In the pictures above the calories needed for half an hour of various activities are

shown by apples (one apple = 80 calories). Thus half an hour of typing uses up 55 calories, half an hour of swimming 234.

## GIRL BURNS UP CALORIE A MINUTE

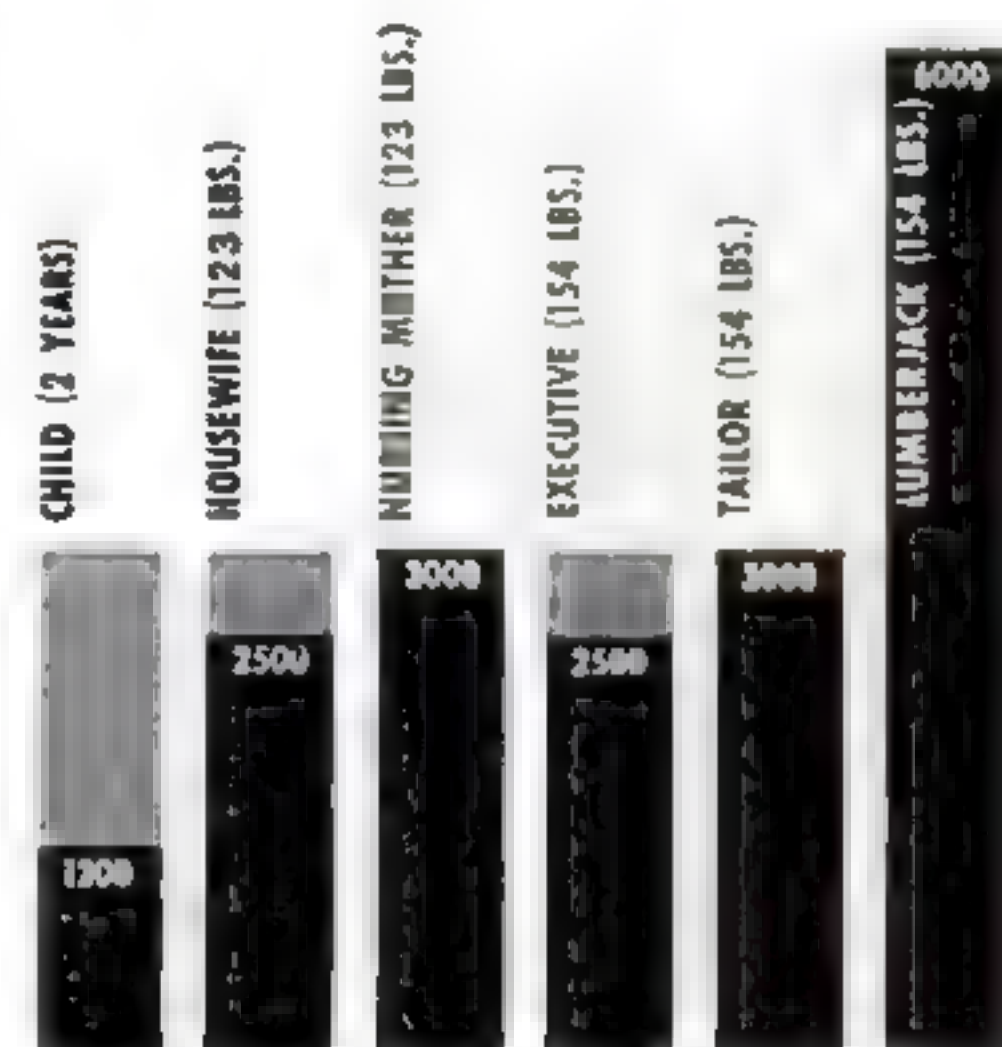
The young lady in the pictures above is 23 years old, weighs 125 pounds and stands 5 ft. 7½ in. To maintain life she must consume about 1,400 calories a day or, roughly, one a minute. But over and above that minimum for existence, everything she does takes extra calories. In a normal day, with work and exercise, she burns up about 2,500 calories.

Every person needs a certain number of calories every day, depending mainly on his size and his activity. A man of 154 pounds, leading a moderately active life, needs 3,000 calories (the average basic figure used by the Hot Springs conference). But the same man chopping trees needs 6,000.

Without enough calories, a person loses weight and energy or, in the case of a child, fails to grow normally. The children of Oliver Twist's day were chronically underfed, as the records of diets in English children's institutions prove. Under war conditions today, the day laborer of Marseille, according to the American

Friends Service, is getting only 1,400 calories a day or 1,600 short of his needs. But in the U. S. almost everyone—even the Southern Negro—gets enough calories. Many get more than they need, grow fat.

About one half of all the world's inhabitants, chiefly Asiatics, are dependent on rice for the great bulk of their calories. Large parts of the Western world used to be almost equally dependent on wheat, barley and rice, but the rise in food standards of the last 30 years has been marked by a decrease of cereal consumption. In the U. S. wheat consumption per capita fell from 320 lb. in 1894 to 220 lb. in 1934. Thus, however, is not wholly due to improvement of diet. To some extent the decrease in cereal eating has been balanced by a jump in sugar consumption. Unlike the cereals, which contain a fair amount of protein (especially if they have not been milled), sugar is pure calories with no "protective" value at all. Americans usually eat about three times as much sugar as demanded by good diet.



**CALORIE NEEDS** per day depend on weight, mode of life. Children need more per pound of body weight than adults.





**ONE DAY'S FOOD** in a minimum good diet is divided into seven food categories (plus sugar and salad oil) that have been worked out by U. S. Department of Agriculture. All of

the groups provide calories in some degree but the variety is needed for proteins, vitamins and minerals. Meat group, for example, provides protein, also Vitamins B and G and iron.

This is the cheaper of two such diets suggested by the National Research Council. More expensive diets, equal in food value, contain more meat, fruit and vegetables, less cereals.

## GOOD DIET INCLUDES PROTEIN, VITAMINS, MINERALS

**T**here are three essentials of a good diet: protein, minerals and vitamins. These are the elements in the protective foods which build the body and keep it healthy. Since they come primarily from costly foods like meat, eggs, milk and green vegetables, most diets are deficient in all three.

Protein should compose not less than 10% of the total calories. Some nutrition experts distinguish further between "good" protein (animal products) and "poor" protein (vegetable), but others regard the distinction as unimportant. Vegetarians can have perfect health.

There is still a lot to be learned about vitamins. Vitamin B, for instance, is now known to be a whole complex including Vitamin B<sub>1</sub>, riboflavin, niacin, etc. But

enough is known to estimate fairly closely the dietary standard which will keep a man in health and vigor. Along with his supply of calories (including 10% protein), he needs:

Iron	12 milligrams
Calcium	800 milligrams
Vitamin B <sub>1</sub>	1.8 milligrams
Riboflavin	2.7 milligrams
Niacin	18 milligrams
Vitamin C (Ascorbic Acid)	75 milligrams
Vitamin A	5,000 International Units
Vitamin D	400-800 International Units

The importance of vitamins needs no emphasis to-

day. The vitamin fad in this country has reached such proportions that vitamin pills and concentrates accounted for one-fourth of all drugstore sales last year. A lot of this represents money wasted. So far as nutritionists can tell, vitamins consumed much in excess of the fixed daily needs are of no value. A good diet requires no vitamin supplement.

Such a diet, following National Research Council recommendations, is shown above. To keep cost down, it gets 30% of the calories from cereals. Yet, only about one out of three U. S. citizens eats as well as this but more of them could if they bought wisely. The necessary food value can be obtained from bread and milk just as well as from steak and asparagus (*see below*).

**THESE THREE MEALS ARE EQUAL IN FOOD VALUE**

**EXPENSIVE:** this big steak dinner furnishes one-third of a day's food requirements (plus extra iron and protein).

**CHEAP:** this meal also furnishes one-third of a day's requirements (in addition to extra calcium and thiamin).

**CONCENTRATED:** Army K Ration: meat, vitamin biscuits, chocolate, sugar. All three meals have 1,148 calories.



# EVERY ACRE OF FARMLAND MUST YIELD MORE PRODUCE

**B**efore all the world can enjoy a good diet, there must be a vast increase in food production. Especially there must be an increase in those "protective" foods which are most needed for health but most expensive of agricultural resources.

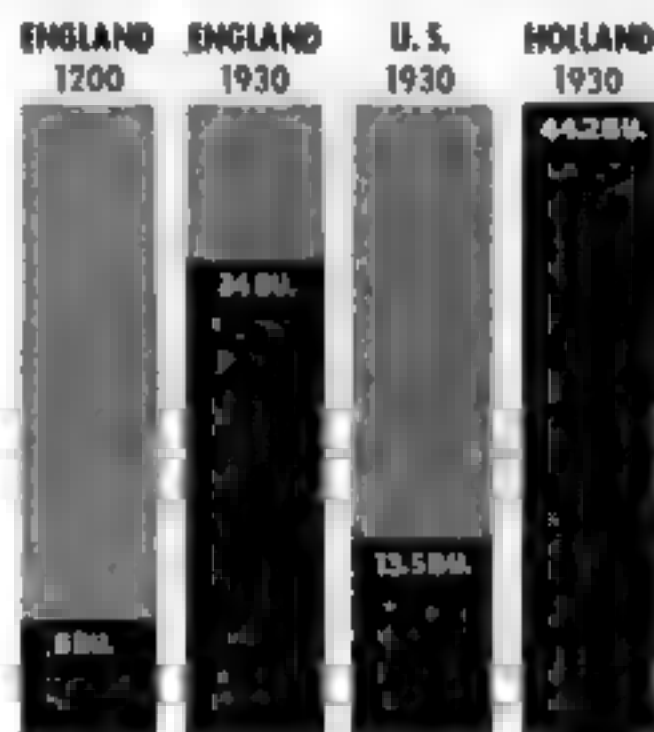
The problem is presented in the picture-chart at right on an acre of typical farmland. If a U. S. farmer plants this acre to corn, he can reap 44.3 bushels of corn. This contains 2,861,000 calories or enough to support a man for 954 days (although his health would fail for lack of enough protein, minerals and vitamins). But if, instead of selling the corn for direct human consumption, he feeds it to hogs, he gets 308 lb. of hog meat. The net food product of the acre is thus reduced to 300,000 calories. This will give the man who eats it a better diet but it will support him for only 167 days instead of 954. If the acre is used to support beef cattle, it will yield only enough food for 16 days.

These figures are based on the prevailing conditions of agriculture in the U. S. But these conditions are not fixed. Over recent centuries the yield of an acre of land has multiplied several times. In England, as the chart at right shows, the wheat yield rose from eight bushels in 1200 to 34 bushels in 1930. Even today yields vary almost as widely from country to country. Holland gets 44.2 bushels per acre, the U. S. only 13.5. By intensive, scientific agriculture the yield can certainly be pushed higher, not only for wheat but for carrots, eggs, beef or any other product.

The world's arable land, as shown on page 97, is limited, although not all of it is yet under cultivation. At present it takes 2.4 acres of crop land to support one person on the American standard of living. This is more land than is available in most of the densely populated countries (India has only seven-eighths of an acre of arable land per person). But the figure of 2.4 acres of land is based on a relatively extravagant agriculture. Just where the theoretical limit is, no one knows but some "agrobiologists" have figured that an acre planted to the most efficient crops could support 24 people. This would permit a world population of well over 100,000,000,000. Only somewhere in this zone of fancy would mankind reach the final Malthusian showdown, when the last morsel of protein had been wrested from the earth to feed the next-to-last mouth.

The chief practical means of increasing the productivity of land are shown in the pictures across the bottom of these pages. They are directed at two things: 1) creating the most fertile possible soil; 2) planting the best varieties of the best crops. Plant breeding has already made a spectacular improvement in the yields of many crops. In the last war, for instance, Marquis wheat, because it ripens in ten days less time than older types, pushed the limit of the Canadian wheat belt 100 miles farther north.

Denmark is the classic example of a country which put its agriculture on the most efficient basis. Early in this century the Danes realized that they were losing their European market for cereals to the cheaper producers of the Western Hemisphere. With the help of Cooperatives, the whole country was switched over to the production of milk, eggs, hogs, beef and vegetables. Agricultural science was employed to the limit. As a result the average Danish farm income was trebled before this war.

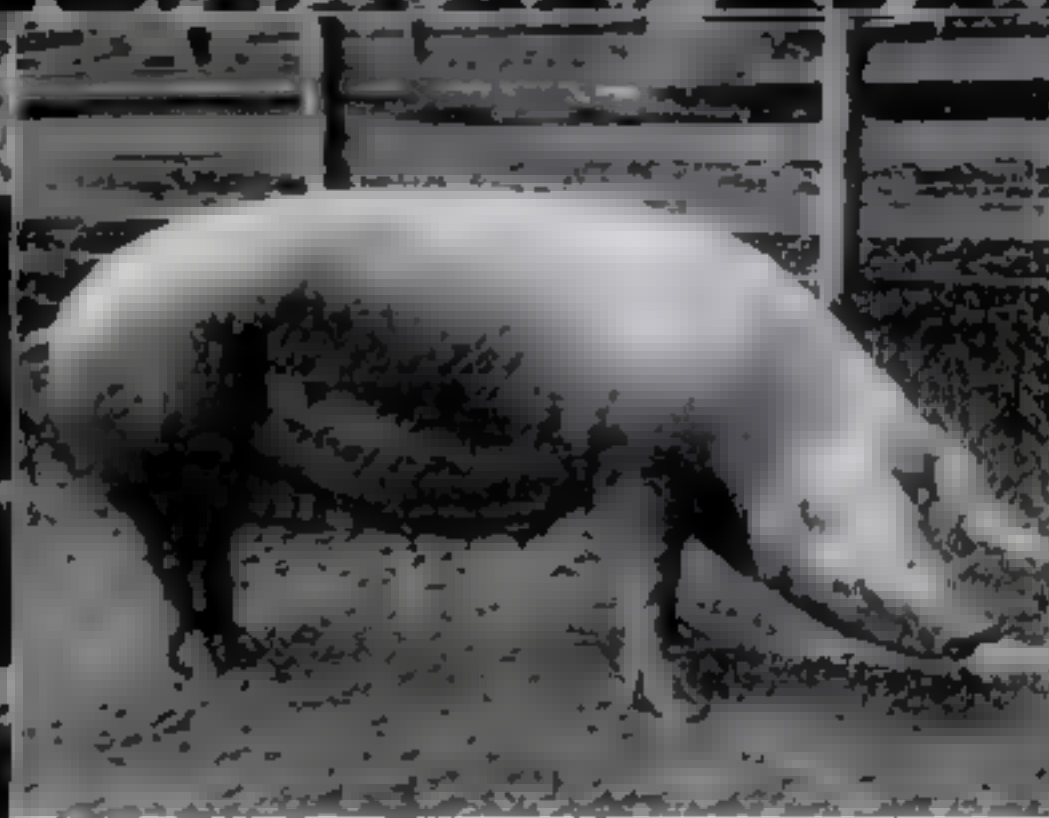


**AN ACRE'S YIELD IN WHEAT  
VARIES WIDELY BY COUNTRY**



**CORN: 44.3 BUSHEL**

2,861,000 CALORIES: WILL SUPPORT ONE MAN 954 DAYS



**HOGS: 308 POUNDS**

300,000 CALORIES: WILL SUPPORT ONE MAN 167 DAYS

THIS SHOWS WHAT CAN BE GROWN ON AN ACRE OF TYPICAL AMERICAN FARMLAND

THESE ARE SOME OF THE WAYS IN WHICH THE PRODUCTIVITY OF LAND CAN BE INCREASED



**MECHANIZATION**

U. S. corn yield per man-hour has been multiplied six times over the 1910 level.



**IRRIGATION**

In the U. S. alone it has made available 13,300,000 acres of new farmland since 1900.



**FERTILIZATION**

South Carolina farmers get \$9.58 back per \$1 spent for fertilizer.



# WHAT AN ACRE WILL PRODUCE



## CARROTS: 472 BUSHELS

3,540,000 CALORIES; WILL SUPPORT ONE MAN 1,180 DAYS



## SNAP BEANS: 86 BUSHELS

376,000 CALORIES; WILL SUPPORT ONE MAN 125 DAYS



## BEEF: 94 POUNDS

47,000 CALORIES; WILL SUPPORT ONE MAN 16 DAYS



## EGGS: 239 POUNDS

144,200 CALORIES; WILL SUPPORT ONE MAN 93 DAYS

IN THE CASE OF SECONDARY PRODUCTS (HOGS, BEEF) AND EGGS) IT IS ASSUMED THAT THE ACRE WAS PLANTED TO THE NORMAL FEED CROPS FOR EACH OF THE END PRODUCTS



## NEW CROPS

Soybeans (above) yield highest nutritional value per acre of any crop.



## PLANT BREEDING

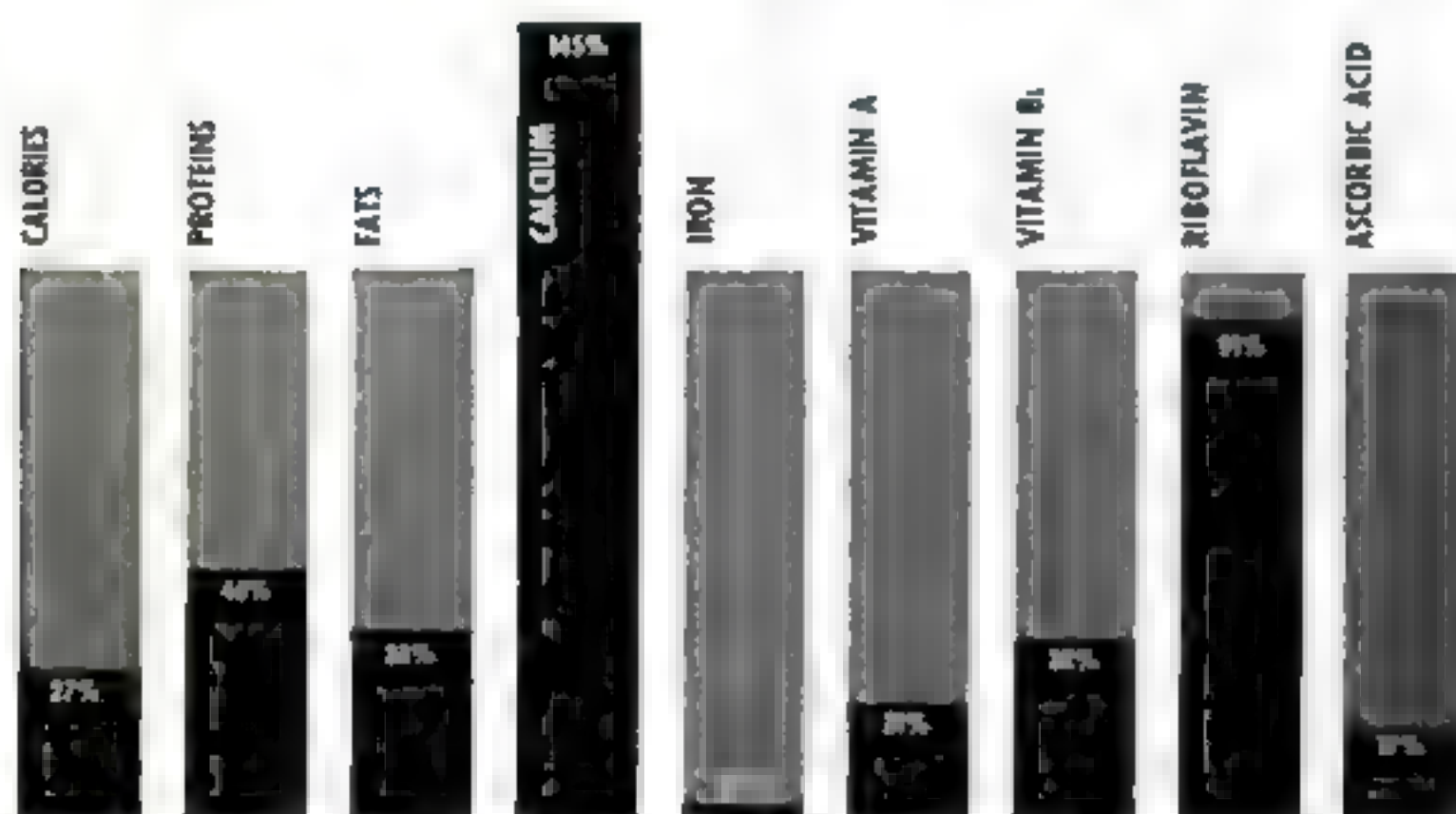
Last year hybrid corn added 629,000,000 bushels to the U. S. yield.



## HYDROPONICS

Growing plants in chemical solutions is new agricultural frontier to be explored





**THE PERFECT FOOD**, milk contains every element of a good diet. One quart provides high percentage of daily requirements (shown as 100%). At the top: the solids contained in a quart.



**SACRED INDIAN COWS** recline on a sidewalk in Calcutta, guarded by a Brahma bull. They cannot be confined, fed or bred for milk production. Their milk record is the world's worst.

## MORE MILK IS FIRST NEED OF ALL THE WORLD'S DIET

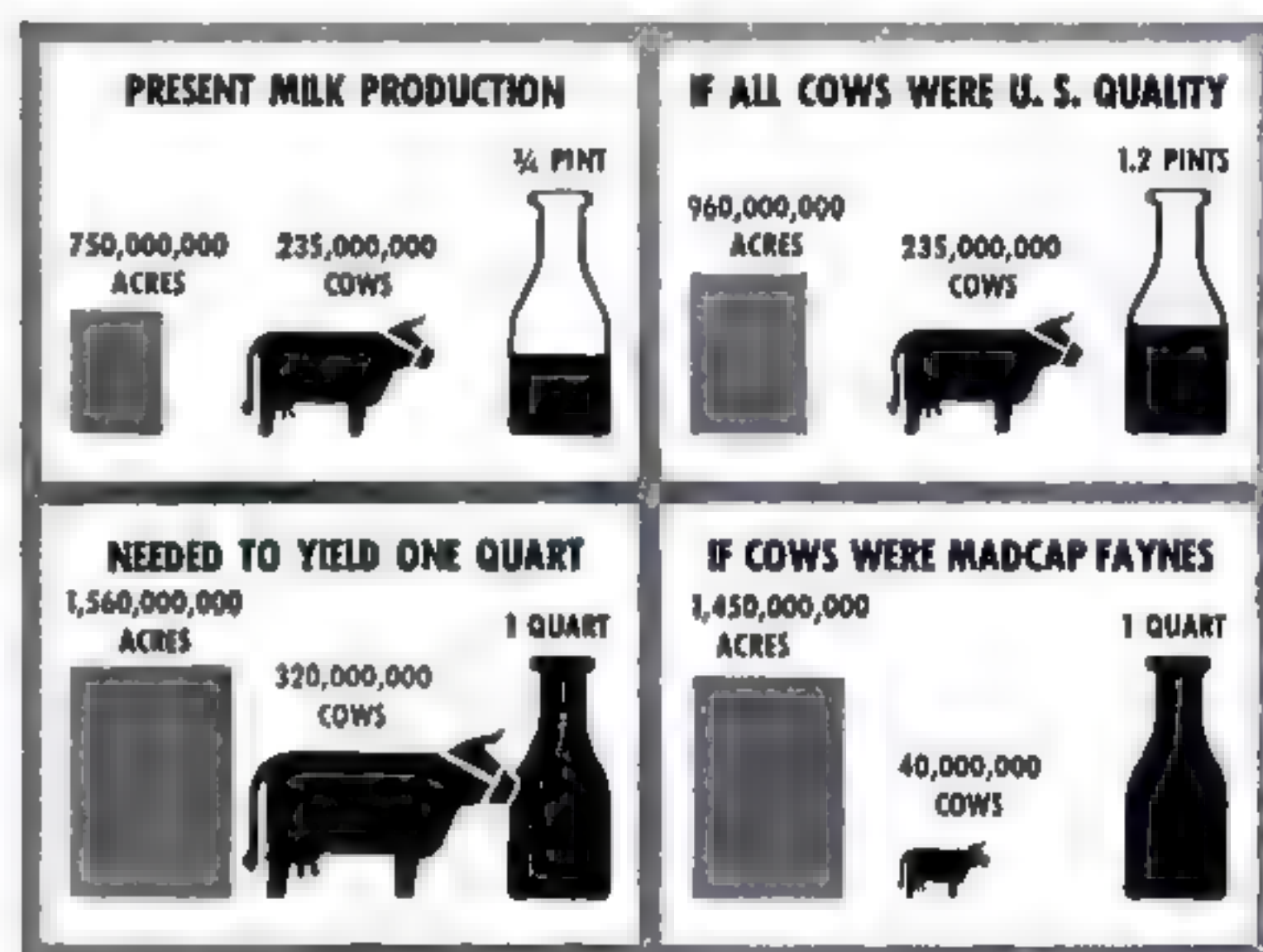
If there is one thing, above all others, which will quickly raise the world standard of nutrition, it is this: increase the milk supply.

Milk is man's best food. As the chart at left shows, it contains every one of the vital elements in a good diet. Most deficient diets are deficient in precisely the elements that milk provides. Hence, by adding milk to almost any poor diet, it is possible to bring that diet close to a satisfactory level.

When Vice President Wallace remarked that the war is being fought to give every human being a quart of milk a day, he was looking a long way ahead. But if a quart a day is utopian, a pint a day, as a world average, is not.

According to best estimate, there are in the world about 235,000,000 cows. If they produce, on an annual average, 1,200 quarts of milk per cow for human consumption, this comes to a total of 282,000,000,000 quarts. Evenly distributed, this would give every person almost three-fourths of a pint a day. Not all of this, however, is consumed as liquid milk. A considerable part—about half in the U. S.—goes into butter, cheese, etc. Thus liquid milk consumption is probably less than half a pint for each person as a world average. There is a good deal of guesswork in all these figures but they serve to illustrate the problem.

To double this world production it is not necessary to double the number of cows. It is necessary only to improve them. At present their milk output varies all the way



**A QUART OF MILK A DAY** is distant goal. At present 235,000,000 cows live on 750,000,000 acres, produce three-fourths of a pint of milk per day for every human being. (Only part is consumed in liquid form.) If all cows were of U. S. quality the same number would produce 1.2 pints. But 40,000,000 cows as good as the super-cow on next page could produce one quart.

from 350 quarts a year (the average for cows in India) to 10,500 quarts for the world-champion cow on the opposite page. The average output of U. S. cows is 2,200 quarts, of Dutch cows 3,500 quarts. Taking the U. S. figure as a reasonable goal, it can be figured that if all cows were brought up to that level, they would produce over one billion quarts a day or better than a pint for every person.

Insofar as breeding will increase milk yield, the problem is not difficult. India, which has 50% of the world's cows but only 10% of the milk, is a good example. India's Brahma cow, though a poor producer herself, can be crossbred with the Holstein to produce a first-rate milker.

Breeding, however, is not enough to increase milk yields in a poor and densely populated country. The cattle of India are scrawny and dry principally because, like the Indians themselves, they do not get enough good feed. The problem is to get enough land to raise enough feed. To support one cow in the style to which U. S. cows are accustomed requires 4.1 acres of U. S. farmland. In many countries the land is not available. Indeed there are some overpopulated parts of Asia where it would take every acre of arable land just to grow the feed for enough cows to produce as much milk (one quart daily) as Americans consume in all forms.

From a physical point of view this problem is easily soluble. By means of dehydration, milk can now be shipped into any country of the world. The nub of the problem is how the recipient countries can pay for it. Thus the problem of providing enough milk comes back to the problem of national income and foreign trade.

In the meantime the world's milk consumption can be greatly, if not evenly, increased. The nine prosperous countries which consume a pint a day per person can come closer to a quart and the backward countries which get only an ounce or so can perhaps get half a pint while they are waiting to enter Mr. Wallace's age of plenty.





**SUPER-COW**, Carnation Ormsby Madcap Fayne, holds all-time record for milk production. At left in wheelbarrow is what she eats in a day. At right is her average daily yield: 55 quarts of

milk (nine times U. S. average). In a year she yields 24 times her weight. If all cows were like Madcap Fayne, and ate as well, world milk production would be over a gallon a day per person.



**ARTIFICIAL INSEMINATION** is the quick way to increase milk yields. Germ plasma from bulls like this splendid Holstein, which is owned by Maharaja of Mysore, will service whole herds.



**DEHYDRATION** is revolutionising milk distribution. Once the most perishable of foods, milk can be shipped anywhere in dried form. Powdered milk has one-third the bulk of whole milk.





**AMBASSADOR BIDDLE** runs his six governments from a cluttered flat overlooking London's Berkeley Square. The problems of Europe's smaller countries, with which Biddle is con-

cerned, will become increasingly important as peace draws near. The Ambassador, famous also as a sportsman, socialite and fashion plate, has turned out to be a first rate diplomatic legman.



**MRS. BIDDLE**, almost as active as her husband, keeps herself busy in London by running five clubs for U. S. girls in the services. Together, the Biddles entertain a wide assortment of Lon-

doners, exiled diplomats and Americans at their extraordinary country house, Little Portnall. Mrs. Biddle, the daughter of a Montana copper magnate, is also an author and dog fancier.



# AMBASSADOR BIDDLE

As multiple envoy to governments-in-exile, he is foremost U.S. expert on postwar plans and problems of Europe's courageous little nations

by NOEL F. BUSCH

Some years ago the Duke of Windsor, when visiting the U.S. as Prince of Wales, attended a party in Philadelphia at which his hostess made conversation by giving him biographical data about her other guests. In her comments, one phrase often recurred. "He is a Biddle," the hostess would say, or else, "She was a Biddle before her marriage," or "Of course, his grandfather was a Biddle. . . ." The guest of honor nodded tactfully each time he heard the phrase but toward the end of the evening he summoned his equerry. "Tell me," the Prince whispered, "what is a Biddle?"

For a large number of the Prince's ex-subjects, this question has now been satisfactorily answered owing to the presence in London of Anthony Joseph Drexel ("Tony") Biddle Jr. This Biddle, possibly the most spectacular member of his noteworthy tribe, is U.S. Ambassador to the Belgian, Czechoslovakian, Netherlands, Norwegian, Polish and Yugoslav Governments-in-Exile, all of which have headquarters in England. Biddle's diplomatic assignment is the biggest, and in some ways the most important, ever handled by a single envoy. Consequently, not only most well-informed Londoners but also an amazingly heterogeneous collection of assorted Europeans now have a fair idea of what at least one Biddle is. If they don't, it is no fault of the Ambassador, who makes a determined effort to keep in touch with all of what he calls "my clients" all the time, and comes reasonably close to doing it.

Biddle's unique job is the result of the unique circumstances whereby all the powers to which he is accredited now share the same capital far from their homes. At the outbreak of war, Biddle was U.S. Ambassador to Poland. He accompanied the Polish Government via Angers and Tours to Bordeaux, and then returned to the U.S. after the fall of France. When the Polish Government came to roost in London, thus setting the precedent for the others, it seemed natural for Biddle to rejoin it there. Unlike the British Foreign Office, which assigns one Ambassador or Minister to each of the exiled governments, the U.S. decided that, since they were all in the same place, one man could handle them all. Thus, instead of sending over a boatful of diplomats, the Department merely gave Biddle a suitcase full of credentials. The Ambassador got to London in the spring of 1941 and has been there ever since.

The facts that none of the governments to which Biddle is assigned is at present sovereign in its own land and that the U.S. considers one envoy adequate for them all have led some people to conclude that they are not of much importance. Nothing could be further from the truth. In fact, while the big United Nations, like the U.S., Great Britain, Russia and China, get most of the headlines, the little United Nations with which Biddle is concerned present, if possible, even more complicated problems and have always been prime breeding grounds for war. Furthermore, they have a special political importance for the U.S. since each is represented by a

vigorous minority of refugees and first- or second-generation émigrés.

The exiled governments—the full list of them includes Greece and Luxembourg, which used to be among Biddle's clients until they moved to Cairo and Toronto respectively—have made an indispensable contribution to the United Nations' war effort. The Belgians, who still administer an area in the Congo roughly a third the size of the U.S., and the Dutch, who administered the East Indies and Dutch Guiana, till the Japs moved in and still have several islands in the West Indies, are the only ones who actually govern any territory, but this is by no means a fair gauge. The navies of the exiled governments, for example, totaled 220 ships manned by crews totaling 26,700 officers and men. The Norwegian, Dutch and Greek merchant fleets alone amounted to about 3,000,000 tons. Most of the exiled governments maintain armies, token or otherwise. Finally, all of them are invaluable sources of intelligence.

Practically all United Nations war plans for the invasion of Europe are based on information about the conquered territory supplied by underground intelligence systems. Most of this information would never have reached London if the exiled governments were not there. All of this information goes through Biddle's office, via his naval and military attachés who work directly with Allied Headquarters.

## Biddle's clients supply information

How many of the exiled governments will be restored to authority when their native lands have been reclaimed remains to be seen. In the meantime, however, the governments themselves are as valuable as sources of information for Allied peace plans as their underground systems are as sources for Allied war plans. Part of Biddle's job is to advise the governments about the U.S. attitude toward their postwar aspirations. An even bigger part is to advise the U.S. State Department what the aspirations are and assess the desirability of furthering them. Since Biddle is the only U.S. Government official who has studied this question at firsthand, and since he has studied it in full, it is really less accurate to think of him as a multiple ambassador than as a one-man Foreign Office.

The fact that Biddle's clients are scattered about the map of London instead of the map of Europe makes his job easier in some ways and harder in others. Biddle is concerned not only with their separate problems but also all the problems arising from their relations with each other, which are naturally increased by their mutual proximity. For a man of ordinary mental, moral and physical stamina, such a burden might well be insupportable. Biddle's stamina in all three departments is such that, far from weighing him down, his prodigious task seems to buoy him up, and the Ambassador is in phenomenally good health and humor at all times. In almost any given month Biddle deals with enough com-

plications for a whole team of Talleyrands. He contrives to handle them all with the amiable imperturbability of a stage juggler landing a flying sweep of Indian clubs.

As an exemplary specimen of his breed, Biddle is satisfactory in many ways. At 46, the lean and handsome Ambassador hardly looks his age. His broad-shouldered 6-ft. torso is clothed with the exuberant perfection that used to get him a regular place on all lists of the ten best-dressed men in the U.S. A crack boxer, fencer, skier, oarsman and ex-lumberjack, Biddle still plays high-quality court and lawn tennis. Financially and socially he is nowadays beyond reproach, a condition which represents an advance from an earlier period when he used to pal about with prizefighters and was sometimes monetarily indisposed. Intellectually, Biddle is also capable of giving a good account of himself in the trying circumstances he encounters in his job. This qualification is even more striking because, when Biddle got the post of Minister to Norway as a reward for services to the Democratic Party, many people found it difficult to believe that he would be able to supply even the modicum of mental agility required for this modest niche. Whereas his previous career had been so varied that most of his talents had had ample opportunity to develop, the career included nothing that could have been charitably regarded as the slightest clue to a brilliant future in diplomacy.

The amount of fun Biddle obviously derives from his chores sometimes leads uninformed people in England to think that the Ambassador himself does not take his clients seriously enough. This is also an error. In fact, Biddle takes an extremely broad and statesmanlike view of the exiled governments. In private conversations the Ambassador points out that, painful as their period of exile may be, having them all together in London may be not only better than having them at home and conquered but even than having them at home unconquered. In peacetime it would obviously be impossible to assemble a quorum of responsible governments in London. One advantage of doing so in wartime is that the governments all get a good chance to see how the British parliamentary system works in times of stress. This is a good lesson for any government but especially for some whose experiments in this form have been less notably successful. Another advantage is that they get a chance to know not only England but also each other on an intimate misery-loves-company basis which would by definition be impossible if they were all functioning at home.

Biddle's appreciation of the educative effects on the exiled governments' sojourn in London is of course another example of diplomacy's educative effects on Biddle. Nonetheless, it is undeniable that the Ambassador's chief asset in dealing with his clients is not so much his newfound wisdom as it is an easygoing good-natured attitude toward life which in his earlier days

CONTINUED ON NEXT PAGE



*Adventures of*  
**LONGINES**  
THE WORLD'S MOST HONORED WATCH



*The watch that got dunked in the briny*

Bill Klem is an ardent fisherman as well as a famous baseball umpire. Going after tarpon one day he was about to step on the fishing boat when his Longines watch snagged on a line, pulled from his wrist and disappeared under thirty feet of water.

Bill Klem loved that watch. So he hired a deep sea diver who went down and brought the watch out of the briny. The watch was rushed to the jeweler who washed out the salt water and dried and re-oiled it and no damage was done to the movement. The cost of the diver's services and the overhauling of the watch would have bought a new Longines... but it wouldn't have been quite the same old friend.

Countless other men and women all over the world also think of their Longines watches as faithful friends. They know they can trust a Longines watch to keep good time for a long, long time.

Longines-Wittnauer Watch Co., Inc., New York, Montreal, Geneva; also makers of the Wittnauer Watch a companion product of unusual merit.

**Longines**

WINNER OF 10 WORLD'S FAIR GRAND PRIZES AND 28 GOLD MEDAL AWARDS



The beating heart of every Longines Watch is the Longines "Observatory Movement," world honored for greater accuracy and long life. \*Reg. U. S. Pat. Off.

## BIDDLE (continued)

made it seem improbable that he would accomplish anything at all. Most diplomats who start out with a profound knowledge of international affairs have to practice for years to acquire the tact and friendliness essential to their calling. Biddle had to acquire the knowledge, but tact and friendliness well out of him as from some inexhaustible geyser.

Though more extensive than his diplomatic French vocabulary, which consists chiefly of the phrase "*Enchanté, votre Excellence*," Biddle's diplomatic English vocabulary often seems to consist chiefly of the phrase, "I'm so glad to see you." Biddle uses these six words more often than an ordinary person, or even a telephone operator uses the word "hello," and with infinitely more dexterity. By varying the tone or changing the emphasis—he can and does place the accent on any one or several of the six, excluding "to"—or by using a prefix or suffix, such as "old fellow" or "old man," the Ambassador can express a bewildering range of feelings, all enthusiastic ones. Biddle uses this phrase not only on his clients but also on friends, acquaintances and even office colleagues whom he has already been glad to see only a few minutes before. Since people are rarely as friendly as Biddle seems to be, this sometimes gives rise to a suspicion that the Ambassador is insincere and may perhaps be masking a cold analytical mind behind his genial exterior. There is nothing to justify this suspicion.

### Biddle's Embassy has informal atmosphere

While Biddle is a wholesale envoy, he runs his enterprise along retail lines. Thus while Governor Winant's single Embassy to the Court of St. James occupies a huge building on the corner of Grosvenor Square, Biddle's plural Embassy to Belgium, Czechoslovakia, the Netherlands, Norway, Poland and Yugoslavia occupies only a six-room flat in a building on the side of Berkeley Square. Biddle's own office, a large cluttered room that was meant to be a master bed-chamber, is overhung with maps of Europe and photographs of his clients. His secretary sits in an adjoining room. In the small passageway on which both rooms open are a desk for an attendant and a narrow wooden bench which is the only place for clients to wait if the Ambassador is engaged when they arrive.

Casual meetings between clients, despite the Ambassador's optimistic views on the advantages of their proximity to each other, are not invariably desirable. The difficulty is usually combated by sneaking the new arrivals into other adjoining rooms. Even this, however, leaves something to be desired so far as privacy is concerned since the Ambassador has a loud voice and the partitions are thin. Indeed, there is a rumor that what the song writer who claimed to have detected a nightingale singing in Berkeley Square actually heard was Biddle, greeting a caller on overtime, with his usual refrain.

Unlike the serious, somewhat introverted Winant who does most of his work at his own desk, Biddle does most of his at those of his clients. This is partly because of his office-space limitations and partly because, to a person of Biddle's kinetic character, it seems natural to be in motion. The dexterity with which Biddle gets about town is in itself quite an achievement, owing to the nature of the place. The easiest way to make a map of London is to place a pile of raisin crackers on the floor and then step on it. On such a map, Biddle's clients would be scattered about like the raisins. The Dutch and

CONTINUED ON PAGE 311



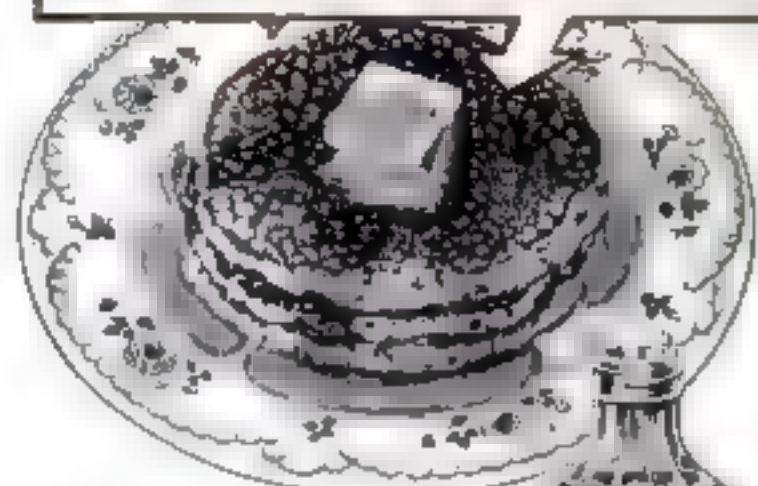
IN LONDON PUB, Biddle draws beer for team of U. S. fireguards. Ambassador takes plebeian Londoners, but carefully avoids snubbing royalty, employed or otherwise.

THEY JUST  
NATURALLY  
GO TOGETHER!

LOVE and  
KISSES



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with the beautiful fit*

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 (AND IN-BETWEENS!)

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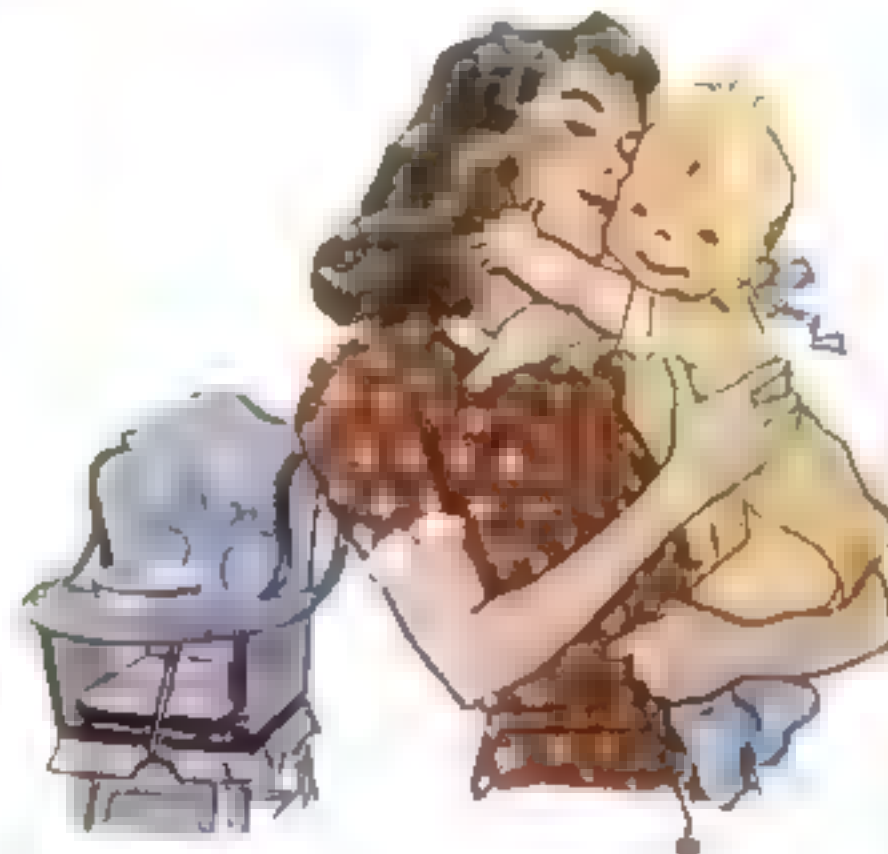
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**4. The smile is on the strainer!** Clapp's strainers are mighty pleased with themselves—'cause Clapp's *strained* foods have a texture that's just right for little babies. (Clapp's *junior* foods are for older babies. They have a coarser, *chewable* texture.)



**7. Clapp's are on the shelf!** Clapp's makes 18 varieties of strained foods for little babies... 15 varieties of junior foods... and 2 kinds of pre-cooked cereals—Clapp's Instant Cereal (made of whole wheat, wheat germ, and cornmeal) and Clapp's new Instant Oatmeal. These special cereals are *not* rationed—use them to help your baby get the nourishment he needs.

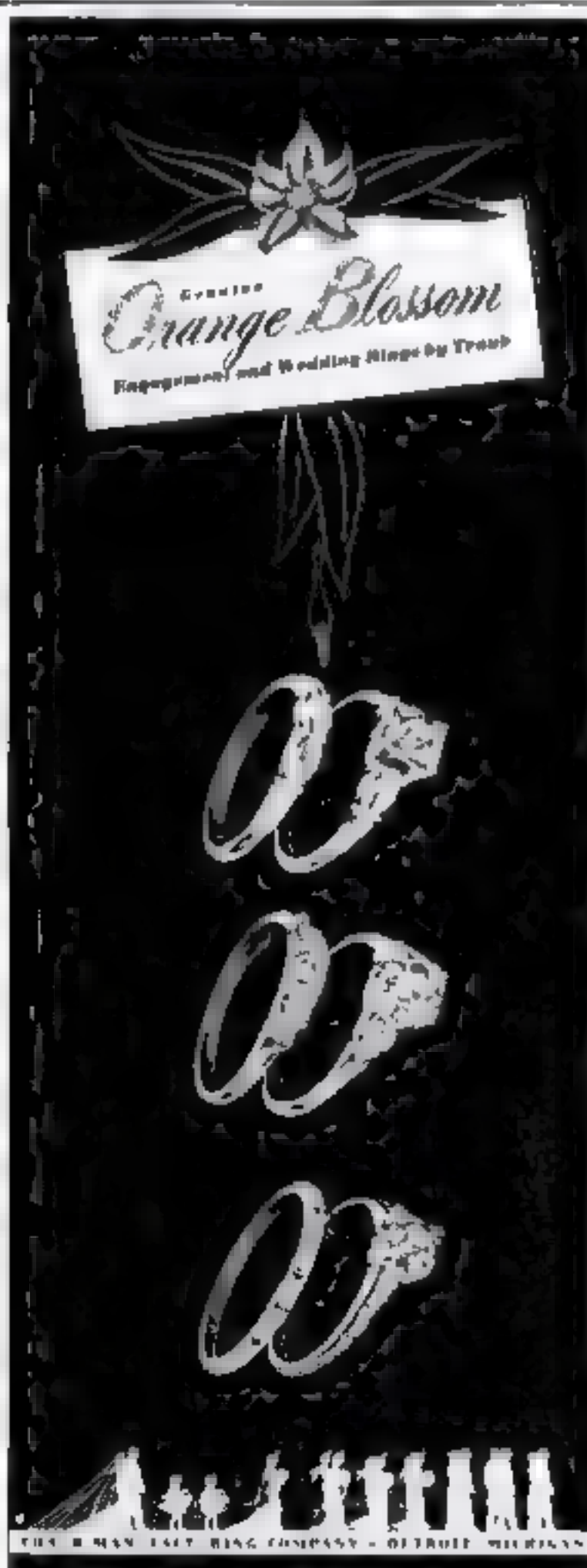




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**AS SPORTSMAN**, Biddle hobnobbed with many famous pugilists including Fighter Gene Tunney. Ambassador can still play first-rate tennis, or turn wobbly handsprings.

### BIDDLE (continued)

the Poles, for instance, share a building in Piccadilly, right across from the Ritz where the Biddles used to live. The Belgians are way up at the other end of town on Eaton Place which has now acquired the nickname of "Mon Vieux Corner" because of the regularity with which this greeting is used by exiled officials who meet on the sidewalk outside.

In getting about London, Biddle is aided by his fine physique and athletic background but he is handicapped by existing gasoline restrictions which make taxis scarce. To supplement them, the Ambassador often uses Tommy Tiddler's pony or the subway. The London "underground" is naturally almost as mysterious as the underground of Europe. The Ambassador has been lost in it several times but always managed to get home safely in the end. On rare occasions the Ambassador may also make use of his limousine, a huge Bentley with the Embassy crest. The Bentley, however, is a family car and often needed by Mrs. Biddle whose list of activities in some ways compares favorably with his own.

### Mrs. Biddle maintains family traditions

Margaret Thompson Schulze Biddle, the Ambassador's second wife, is the internationally-inclined only daughter of a Helena, Mont. copper potentate named Colonel William Boyce Thompson who, among many other things, headed a Red Cross mission to Russia during the last war. Mrs. Biddle's daughter by an earlier marriage, now the wife of Prince Alexander Hohenlohe, lives in Maryland. Her 23-year-old son, Ted Schulze, after a military career that included service in both the Polish and the Fighting French armies, is now a lieutenant serving with U. S. tank forces in Sicily.

Mrs. Biddle spent a large part of her youth in and about her father's office and helped him run his business during the illness that preceded his death, and her inheritance of his \$85,000,000 estate in 1931. Soon after she arrived in London, she found a suitable outlet for her executive talent by taking over the management of a club for American Red Cross girls. After the U. S. entry into the war, she opened other clubs for Wac officers, Wac "enrolled personnel," Army nurses and 21 U. S. women ferry pilots. Mrs. Biddle now has only one club less than her husband has governments and is likely to pass him any day.

The clubs, at which the Red Cross girls, Wacs, nurses and women ferry pilots are housed, fed and entertained, occupy ten houses in Charles Street around the corner from the flat that houses the Embassy. While there are many differences between Mrs. Biddle's five clubs and Mr. Biddle's six governments, the activities of the two groups often intersect or complement each other in a harmonious way. For example, while Mrs. Biddle chose the flat that contains her husband's Embassy, he selected the first of the four houses that hold her clubs. The big night at the clubs is Thursday, when they provide a floor show. One of the most regular clients of both Biddles is Peter, the 20-year-old King of Yugoslavia, who often drops in at either the Embassy or the clubs for a glass of his favorite drink, Coca-Cola, with which he knows both cellars are well stocked.

While Anthony Joseph Drexel Biddle Jr.'s early career offered few obvious clues to the diplomatic marathon in which he is now engaged, it was actually ideal training for it in many ways. Biddle's present function calls for extreme adaptability, gregariousness, the

## TRUE OR FALSE?



### 1. Beards were considered symbolic of wisdom?

**TRUE.** By the ancient Indian philosophers called gymnosophists.



### 2. Lanolin was a medieval poison?

**FALSE.** Lanolin closely resembles your skin's natural oil. Doctors prescribe it to soothe skin irritations. Now you enjoy soothing Lanolin in Williams Shaving Cream. It helps you get close shaves in comfort.



### 3. Beard hairs are composed mainly of three substances?

**TRUE.** cuticle, medulla and keratin. When dry, keratin is harder than aluminum. But Williams rich, heavy lather soaks toughest beards completely limp—lets your razor do its work smoothly, easily.



### 4. Pogonotomology is the study of higher mathematics?

**FALSE.** Pogonotomology is the science of shaving. For really up-to-date shaving, try Williams Shaving Cream containing Lanolin. No matter how closely you like to shave, it leaves your face feeling softer, smoother—refreshed!

**WILLIAMS**  
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CONTAINS SOOTHING LANOLIN





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Mrs. Lloyd MacMullen, of Norristown, Penna., writes: "Whenever I shop for groceries I always buy unrationed foods as extenders for rationed foods. For example: with hamburger I buy cornmeal, oatmeal or wheat flakes. With canned peas I buy fresh carrots. Likewise fresh oranges or grapefruit with fruit juices. In this way I make rationed foods go much farther than they otherwise would."

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FRANK H. FLEER CORP.  
ESTABLISHED 1888

**FINE NEW GUM BY FLEER**  
A FINE OLD FIRM



**WITH KING HAAKON** of Norway, Biddle likes to chat about the old days in Oslo, where his diplomatic service started. The Ambassador is unique Pan-European expert.

## BIDDLE (continued)

ability to be in several places more or less at once and the knack of making seemingly incompatible interests complementary instead of contradictory. During his prediplomatic period he specialized in just this sort of thing and showed the same aptitude for multiplicity that is represented by his galaxy of governments and clubs with which he is now surrounded. Biddle's career, in fact, was not one career but a galaxy of careers all of which seem to be mixed up to their mutual advantage. His biography does not go in a straight line or even in parallel lines but in a fine swirl of curved lines that branch off and join each other like railroad tracks in a roundhouse. The moral of it seems to be that it is a small world after all, which indeed is precisely the lesson that Biddle hopes his clients will learn from their sojourn in London, a town which in a recent broadcast he described as "Europe in miniature."

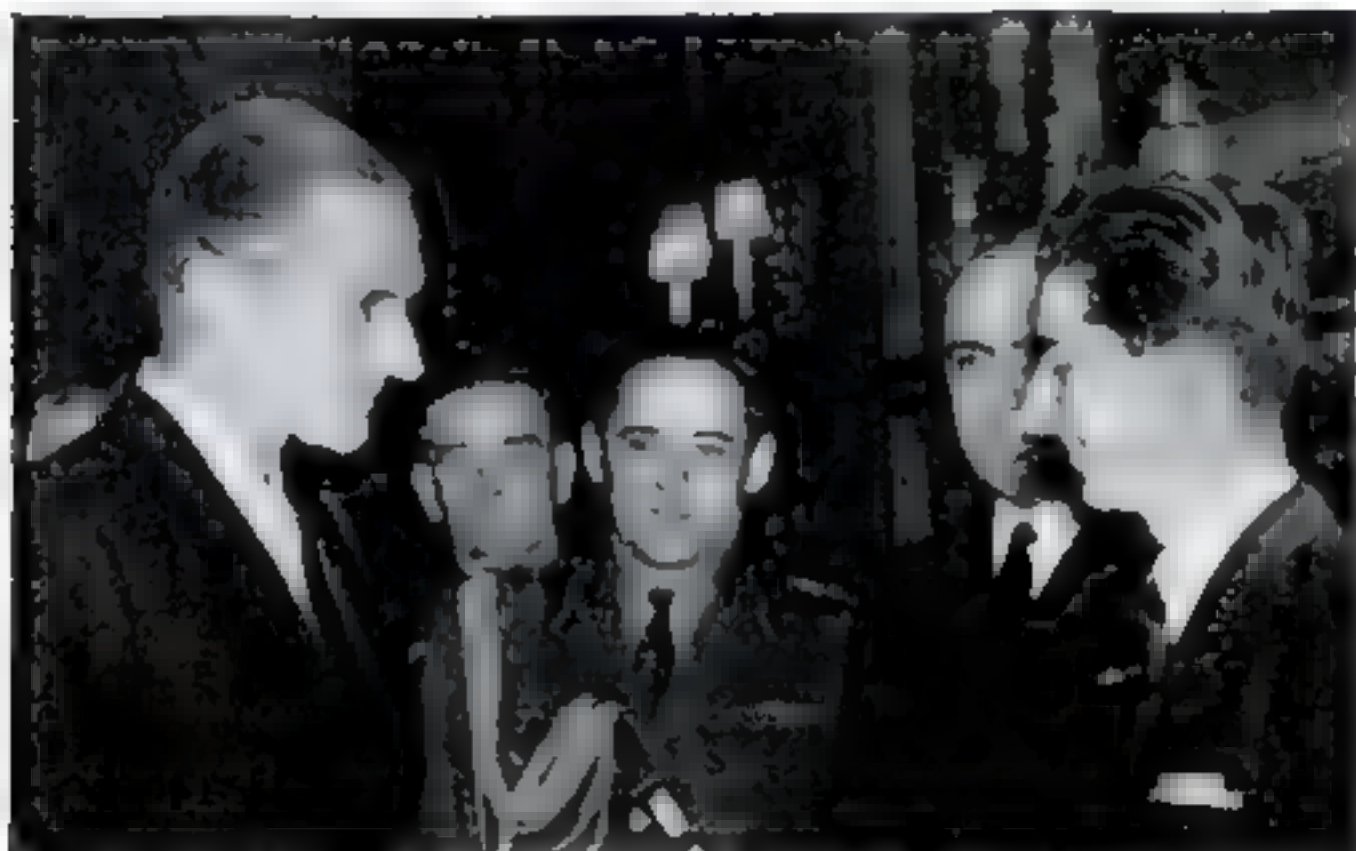
## Biddles are Philadelphia's nobility

Biddle's complexities began at birth when he began to be a Biddle in the first place. There are only 27 Biddles in the London telephone directory, none of whom have titles of any sort. In Philadelphia, however, there are 90 Biddles in the Social Register alone and all of them would probably have titles if titles were available on the Main Line. Instead of titles, the Philadelphia Biddles have hereditary names and numbers, as do the Drexels, with which the Ambassador's branch of the tribe is allied. Among all the Drexels and all the Biddles there was never a more extraordinary sport, in both the biological and the ordinary sense of the term, than Anthony Joseph Drexel Biddle Jr.'s father, Anthony Joseph Drexel Biddle Sr. This distinguished old gentleman, from whom his son doubtless inherited his ability to manipulate divergent interests, devoted himself with single-minded intensity to Religion and Fisticuffs. He combined these in a Thing called Athletic Christianity.

Athletic Christianity entailed both exhibition boxing bouts, in which the elder Biddle opposed the famous pugilists of his day, and sermons, in which he extolled the merits of the Saviour as an Athlete. Biddle Sr. hobnobbed with people like Philadelphia Jack O'Brien, Jim Jeffries and Bob Fitzsimmons and encouraged their influence upon his children. The Biddle daughter, Cordelia, and the younger son, Livingston L. Biddle II, reacted somewhat coldly but young Tony got the idea perfectly. At the age of 10 he was matched by his father against Fitzsimmons in a bout which naturally ended in a victory for the champion by a knockout. This experience, which might have caused a less lively child to channel his interests in a new direction, served young Biddle as an inspiration. He not only went right on boxing but years after, when he was managing a fighter of his own, made just the same mistake as his father, that of a reckless overmatch.

Biddle continued his career in Athletic Christianity at St. Paul's School at Concord, N.H. Here the future diplomat, who attributes much of his philosophy of life to his early association with Fitzsimmons, first met his philosophically-inclined colleague John G. Winant, then an instructor at the school, from whom he took boxing lessons. At St. Paul's Biddle distinguished himself less in scholastic pursuits, which were not given a very high place in his father's scheme of things, than in athletics and social relations. He was president of his sixth form and a star at hockey, rowing and intramural football.





WITH KING PETER of Yugoslavia, the Ambassador discusses latter's personal affairs. Ambassador takes fatherly interest in all his clients, has noticeable nose for news.

During winter vacations Biddle kept up his studies in the school of hard knocks by working in a lumber camp. In the lumber camp, while his Philadelphia contemporaries were still getting parental bonuses for staying off cigars, Biddle started smoking cigars, a precocious experiment which produced another milestone in his education. One day during a log jam the future ambassador fell off the log on which he was standing. When in the icy water, he found that he had swallowed the stogie he had been puffing when the immersion occurred. With a characteristically quick reaction Biddle gulped several mouthfuls of the Merrimack River to put out the fire in his gullet but the experience left a mark on him. The Ambassador dislikes ice water and has never smoked a cigar since. He sticks to Camels or Prince Albert in a pipe.

During his last year at St. Paul's Biddle became engaged to the tobacco heiress, Mary Duke, whose brother Angier had already become engaged to Cordelia Biddle. The two weddings were gala affairs which gave the Biddles' great social prestige an entirely appropriate \$50,000,000 financial underpinning. They coincided roughly with the U.S. entry into World War I, in which Biddle started as a private and wound up as a captain. After the war Biddle began his inadvertent schooling for his present job in earnest by delving into as many different compartments of the varied life of the world of the 1920's as were available to a young man of his social and financial standing. Biddle's financial standing remained eminently sound until 1931 when his first marriage, like his sister's, ended in divorce. The period of uncertainty that followed it, however, was brief and ended with his second marriage to Margaret Thompson Schulze in London three months later.

During the 1920's, Biddle developed the imperturbability and indulged the catholic taste in human beings, which are two of his greatest diplomatic assets, by joining two dozen or so eminently sound clubs and a dozen or so somewhat less sound directorates, including Sonora Products Corp. which inconvenienced him by going bankrupt. Mingled with Biddle's social and business careers were ventures into such lines as pugilism, hotel management and the nightclub industry, all of which he juggled together much as he now juggles his governments. Biddle's role in pugilism was that of an unofficial emissary from the world of wealth and fashion. In 1928 he became the manager of a Belgian middleweight named René DeVos for whom he gave a famous soiree at the St. Regis Hotel, in which he also held an interest. The party was socially successful but financially a failure. The guests, recruited from all the small worlds in which Biddle was moving at the time, failed in their efforts to steal the piano but they did make away with many small articles as well as vast quantities of champagne, at prohibition prices.

On the incorrigibly trustful Biddle, his dual venture with DeVos and the St. Regis had the same effect as his early bout with Fitzsimmons. First, he branched out in pugilism with a scheme for chain-store training camps. Then, along with an odd assortment of socialites, politicians and characters of New York's cabaret and sporting worlds whom he had encountered around Madison Square Garden, he became implicated in the management of New York's glossy Central Park Casino. Biddle regarded this establishment, where the cover charge was \$10 and even a bottle of pop cost \$2, as a convenience for New York's underprivileged classes. Attendance at most of the other night spots in New York was limited to members but the Casino was open to anyone who had the price.

CONTINUED ON NEXT PAGE



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Outdoor man  
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More active than the rest?  
You'll like America's Finer Socks  
Because they  
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Always neatly pressed?  
You'll like the way Westminsters  
Keep you looking  
Smartly dressed.



## Westminster

AMERICA'S FINER SOCKS

### BIDDLE (continued)

Biddle's debut in politics occurred shortly after his second marriage. In helping to manage her father's business interests, Margaret Biddle had also helped him handle the political angles incidental to running big mining interests in a mining state. She wanted to implicate her husband in something big enough to hold his attention, and Franklin Roosevelt's first campaign seemed made to order. Biddle followed this up by contributing not only cash but a series of speeches to George H. Earl's campaign for the governorship of Pennsylvania in 1934. The President then appointed him Minister to Norway.

The Biddles' two-year residence in Oslo gave them a chance to put down their roots in European diplomacy. Biddle's flair for associating with all types enabled him to become a close pal of Norway's democratic King, who often used to come by the house for coffee. His lumberjack and directorial training enabled him to discuss Norway's business problems with cabinet members. He also picked up skiing rapidly and played the best governmental tennis in Scandinavia, not excepting that of Sweden's octogenarian King Gustav. Mrs. Biddle also laid the groundwork for her later activities. By convention, diplomats' wives in Oslo were expected to call on the President and the Foreign Minister. She enquired whether there was any reason why she should not call on other wives as well and, learning that there was not, did so. The Biddles' social success was increased by her meeting with Norway's labor president, Johan Nygaardsvold, who is still officiating as such in London. It developed that they had a common interest in Helena, Mont. where Nygaardsvold had been a workman on the railroad.

### Warsaw made a becoming Biddle background

In Oslo, the tactful Biddles outdid the Norwegians in unpretentiousness. In Warsaw, where he was posted in 1937, they outdid even their decorative predecessor, the late John Cudahy, in obeying Poland's somewhat more expansive ideas about diplomatic etiquette. The Biddles rented a palace belonging to Count Edward Raczyński, who was then and still is the Polish Ambassador to the Court of St. James. Now bombed to ruins, the palace was the most pretentious building in the city. The Biddles improved its interior with décor built around the Ambassador's trophies from hunting trips in Austria and Africa where he had passed spare moments in the preceding decades. Biddle parties at the Palace conformed to their background. Roses were imported by plane from Holland and rooms were converted into forests. At one small dinner 900 bottles of champagne were consumed by the guests and others, including an uninvited countess who, better mannered than the gate crashers at the DeVos party, stayed only long enough to hide three bottles under her dress.

Biddle's departure from Warsaw, one jump ahead of the Germans and sometimes one jump behind the Polish Government, included several hair-raising escapes, but the Ambassador finally reached safety in Bucharest and eventually went on from there to Paris. The following spring when Bullitt decided to stay on in the capital, Biddle was given the job of Deputy Ambassador to France and assigned to escort the government in its retreat via Tours and Bor-

CONTINUED ON PAGE 112



ANTHONY J. DREXEL BIDDLE SR., 69, founded "Athletic Christianity," now teaches the Quantico Marines how to fight. Seated above, he demonstrates groin kick.



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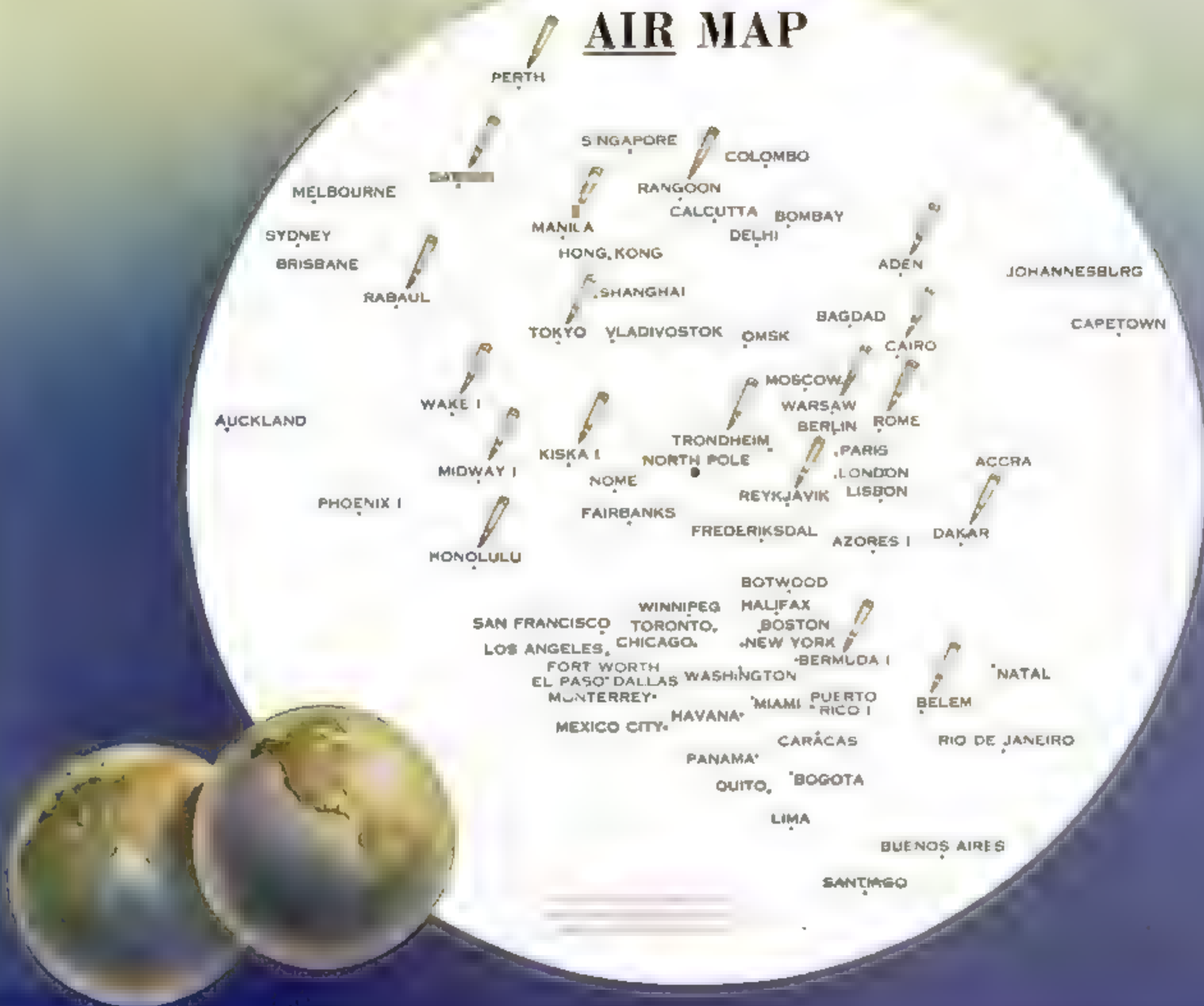
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If your grocer is temporarily out of this variety try the other delicious EVERBEST PRESERVES

**BIDDLE** (continued)

deaux. By this time so many Europeans of all nationalities looked to Biddle as a sort of omnipresent friend in need that his progress from his hotel to wherever the government was sitting often took hours owing to the number of people who stopped him to ask for his help in getting visas and exit permits. The Biddles gave Reynaud's famous mistress, Mme. Hélène de Portes, a ride from Tours to Bordeaux, but beyond this there was nothing the Ambassador could do to stem the tide of the invasion. The Biddles left Lisbon for the U. S. in June, along with their Great Dane Okay for whom they had foresightedly brought along two potted trees for use on board the ship.

When the Biddles returned to England a year later, Okay was left at home. Strictly a prewar dog, he was accustomed to wearing sweaters, leggings and pajamas, and to dining and lunching regularly on pounds of prime beef. The Biddles felt that while they could adjust themselves to British food and clothes rationing, Okay might not have understood. He has now been replaced by a nude, abstemious Labrador retriever. The retriever's name is Chad, after the lake where Ted Schulze joined the Free French Army. The substitution of Chad for Okay symbolized the start of a new Biddle era in which the Ambassador's crises began to come as coveys instead of single birds.

In dealing with the Belgian, Czechoslovakian, Netherlands, Norwegian, Polish and Yugoslav Governments-in-Exile and keeping them all straight in his mind Biddle separates them from each other by geographical rather than alphabetical order. This is logical because they fall into two distinct groups, i.e., eastern and western. The western governments—Norway, Netherlands and Belgium, from north to south—tend to have more stability and, accordingly, fewer problems both internal and external. The eastern ones, Poland, Czechoslovakia and Yugoslavia, require more attention. Yugoslavia for instance is divided up into three main factions of Croats, Serbs and Slovenes, who for a long time had been fighting a civil war among themselves in Yugoslavia while also fighting the Germans. These schisms are projected in miniature in the Yugoslav Cabinet in London, which is also concerned with the questions of the King and his personal situation. Peter belongs to a unique category of Yugoslav, which believes the Yugoslavs can get along together. Yugoslavia's problems, however, are by no means entirely internal. Yugoslavia's main external problems concern its relations with Russia, Greece, Czechoslovakia, Poland and the rest of Europe. To these are added personal external problems like King Peter's romance with the Princess Alexandra of Greece and his relations with Prince Bernhard of Holland.

**Ambassador shows resourcefulness with royalty**

Yugoslavia contains large quantities of bauxite. Biddle has been helping to arrange for Norway to use some of it after the war, thus improving the Yugoslav economy in a way that would have been impossible unless Norway had been nearby in London. He has also tried to induce the Croats and Serbs to like each other. King Peter's admiration for Bernhard takes the form of friendly rivalry. This rivalry lately became acute when the latter acquired a new sort of wrist watch with a special micrometer hand useful for navigation. King Peter wanted one like it and the Ambassador managed to get it for him, via Lend-Lease.


Erudite ambassadors with literary backgrounds often write feeble reports because, accustomed to a larger public, they lack incentive to do their best for an audience of archives. In Biddle's case this situation is reversed. Without training in letters, or even a college education, the Ambassador set about learning this most essential part of his trade with typical enthusiasm as soon as he first arrived in Norway. His reports from that capital sometimes seemed a little thin but they improved as he gained experience and his material got better. Currently, Biddle reports, which he dictates and redrafts by hand, are models of careful research and trenchant phrasology.

The liveliest crisis of the many that Biddle was called upon to deal with last summer concerned the reorganization of the Polish Cabinet after the death of General Sikorski and the Polish break with Russia. Biddle's treatment of this was characteristic. Segments of the exiled and of the leftist London presses assailed the new Polish commander in chief, Sosnkowski, as being an extreme rightist identified with the archconservative Polish landowning caste. Biddle, whose acquaintance with the matter was based on long familiarity, took a different view which he set forth in a long and brilliant memorandum. This took up the Polish landowners gen-

CONTINUED ON NEXT PAGE

**BUCK SKEIN**  
**WEATHERPROOF FABRIC!**

**\$5** ONE TO A FAMILY



Made **Water Resistant**  
 by **DUPONT**

**SUPPLY IS LIMITED!** Here's why: Between the Buck Skein fabrics, Du Pont sprays a thin film of precious Rubber. Rubber resists rain and snow.

- 1 Warm for War Work.**  
 Several layers of insulation are your barrier against icy blasts. Yet Buck Skein weighs only 2½ lbs. A real lightweight for heavy work and heavy winters.
- 2 Weatherproof.**  
 You are on the Farm. Or perhaps you are at the prow of a Merchant Marine on the icy sea. The wind is howling, biting and penetrating. Yet you are warm. Now—though rubber is so limited, a remarkable War Emergency inner coating, still made with rubber, has been developed for me by Du Pont, which will keep you reasonably dry in rain, snow or sleet. Even the inner seams (see 3) are sealed up tight to prevent ordinary leakage.
- 3 Fleece Lined for Extra Warmth Windproof! Workproof!**
- 4 Windproof Chest Protector.**  
 By buttoning one flap over the other you get a double Buck Skein thickness across your chest—and double protection against the cold. A two-way collar for style or storm.
- 5 So Warm It's Air-Cooled!**  
 The Jacket is so warm that a secret air vent acts as a "cooling system" to carry off excess perspiration when a man works hard. Keep well, America!

Besides these five great features, Buck Skein wears like elephant hide. Yet Buck Skein is soft, pliable, and washes beautifully. It won't shrink or fade.

**MAIL THE COUPON NOW** if your dealer is all sold out, and I'll rush your Jacket to you at once. Carrying charges prepaid. To my old friends and customers—yes, and to you Wives, Mothers, and Sweethearts—give a jacket to the one in the family who needs a Buck Skein most, because I haven't many left. *As ever,*

**Buck Skein Joe**

c/o LUSTBERG, NAST & CO., INC., Makers  
 212 Fifth Ave., Dept. L-10, New York City

See that I get the \$5 Buck Skein Joe Jacket at once as checked. Chest size.....

"Iceland" Blue ☐ or "Honey" Brown ☐

Here's my check ☐ or money order ☐

Name.....

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# YOUR

appearance depends upon  
the care you give your

# HAIR

Loose dandruff disappears  
with daily applications of

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At All Drug Stores and Barber Shops

FOR ALL-TIME  
**PERFECT  
SHAVING  
PERSONNA**

*Precision Double Edge Blades*



**10 for \$1**  
and worth it

Your shave is perfect every time, because every blade is perfect—hollow-ground by Master Cutlers, put through 17 inspections, and carefully leather stropped. Fits your double edge razor perfectly.

**GIFT BOX OF FIFTY \$5**

*True as a Rose Jewel*

If your dealer can't supply you, write to Department J, Personna Blade Co., Inc., 599 Madison Avenue, N. Y. C.

## BIDDLE (continued)

erally, the past history of Sosnkowski, and his relations with them in particular, and wound up by conclusively proving Biddle's point that the new commander in chief was definitely middle-road rather than antidemocratic in his views. Biddle gets out three or four such documents a week. If he lost his present clients, he could easily round up a syndicate of newspapers to replace them.

The Ambassador speaks in the unmistakably parochial accent of Main Line Philadelphia but his vocabulary has been enriched by the worlds of sport, business, hotels and amateur world travel. People stimulate Biddle, and gems of Biddle prose are therefore likely to come out in a casual unpremeditated fashion that makes them more impressive than they are in print. Not long ago someone asked Biddle for his opinion of one of the minor officials in one of his governments. "A rimless zero," the Ambassador replied promptly. Of another troublesome client he remarked that he was like a man who had malaria; he might look cured but the bugs were still in him and sure to come out sometime. Most Biddle apothegms are less adverse. A few weeks ago someone asked him how he got along so well with the Yugoslavs. "Perfectly simple, old boy," Biddle replied. "I just sit around with them and smoke my liver to a crisp."

When Colonel William Donovan, also a veteran of prewar Yugoslavia, visited London last July, he asked Biddle to state his impression of King Peter. "The King is a hard fellow to describe," Biddle replied, "but I think that you might say he is a sort of owl in short pants." Like his reports, Biddle's conversation is notable for its authoritative accuracy and sound analysis. Not long ago, nine graduates of the Allied school for military governors newly arrived in London to await their assignments, were brought in to see Biddle. He talked to them about Occupied Europe for an hour. When the students left, they said it was the best lecture they had heard since their course in European management began.

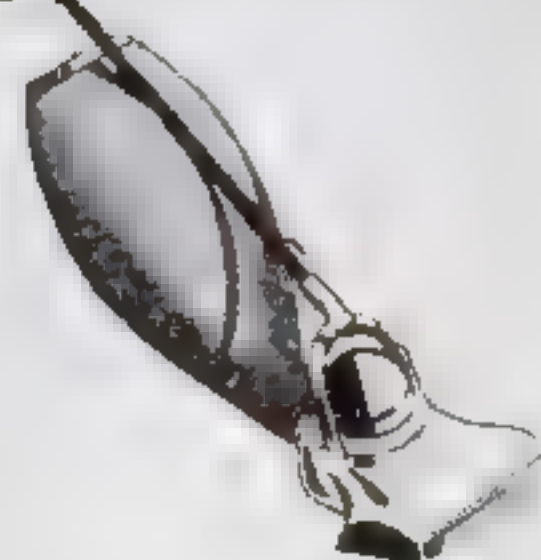
## Biddle understands Europe's food problem

When the Biddles first moved to London they lived in the same commodious flat at the Ritz in which they had spent their honeymoon a decade before. Currently, they have a house in Upper Brook Street which attracted them because it had been inhabited previously by a friend who had also sold them a house in Paris before the war. The Biddles' Brook Street house is the scene of several lunches for Biddles' clients every week, run by Mrs. Biddle on a basis of compromise between the Biddles' Norwegian and Polish periods. London rationing is strict so far as nonluxury items are concerned but prices for a few specialties like peaches, strawberries or wild pigeon eggs are allowed to fluctuate with the demand. The Biddles invest heavily and legitimately in such items. Exiled diplomats find the lavish Biddle hospitality an even more tangible assurance of U. S. goodwill than the lavish plans of the Hot Springs food conference, about which Biddle talks to them over the pigeons' eggs.

Biddle's hospitality for the exiled diplomats and Mrs. Biddle's hospitality for Wacs et al. by no means exhaust the list of their efforts in this field. Two others which they make in common are their country house at a London suburb named Virginia Water and a whole London borough named Bermondsey. When the Biddles first got to London, President Roosevelt asked the Ambassador's wife to send him a report on the activities of the women of England in war, as an aid to making plans for the women of the U. S. in war. The ambulance unit with which Mrs. Biddle began her investigations operated in the Bermondsey borough. Her interest in the unit was soon projected into a charitable family interest in the township as a whole, just as her report was projected into a book called *Women of England* (Houghton, Mifflin \$1.75). Along with her Molyneux-made Red Cross uniform, Mrs. Biddle sometimes wears a dented tin hat presented to her by Joe Blake, Bermondsey's grateful fire warden.

"Little Portnall," the Biddles' country house, is the scene of weekend parties which have become famous in some London social circles. The Little Portnall set is less homogeneous than the Cliveden set but equally extraordinary. Guests are likely to include anyone from Joe to Queen Wilhelmina and the list usually includes high-ranking U. S. officers, clients and a select handful of U. S. newspaper correspondents. Biddle gets as much news from the latter as he gives them and, as a kind of reporter himself has learned to respect the reporter's creed of never revealing sources. Not long ago a client asked Biddle where he had picked up a certain item of information. "I got it from an unimpeachable leak," the Ambassador replied. At Little Portnall, Mrs. Biddle spends her time knitting mufflers for

How much is your  
Vacuum Cleaner worth?

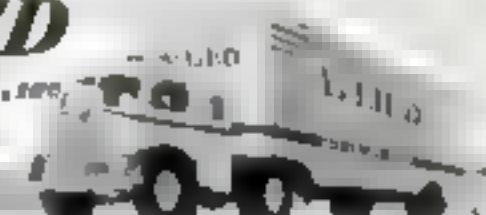


Right now it's priceless—so are all your home appliances. They'll have to last 'til victory

Folks who have made an ALLIED move will tell you that their precious possessions came through safe and sound... that ALLIED handles every object as though it were irreplaceable. ALLIED maintains 1300 modern, weatherproof vans and an army of skilled packers, handlers and drivers

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WORLD'S LARGEST LONG-DISTANCE MOVERS

**La Cross**  
AMERICA'S FINEST

*surgical instruments*  
**MANICURE IMPLEMENTS**

● Treasure your precision-ground LaCross manicure implements. They may be the last you can get for the duration. The craftsmen who fashioned them in peace-time, today are making vital surgical instruments for America's armed forces. After victory LaCross implements will be better than ever.



Schaeff Bros. Corporation, Newark, N. J. • Est. 1903

**Uppermost  
Quality  
Underfoot**

Non-Slip

**CAT'S  
PAW**

Rubber Heels  
and Soles



CONTINUED ON PAGE 111



# AMERICA MUST SAVE MORE FUEL THIS WINTER...!

★ Say Government Authorities ★



**A**nother winter of war for America finds the heating problem even more acute than last year. All the heat-saving measures you've ever used are again necessary. And you'll be wise to discover new ones. For the greater comfort of your family and as an important contribution to the war effort, every bit of heat must be carefully conserved.

#### HEAT-SAVING HINTS EVERYONE CAN FOLLOW—

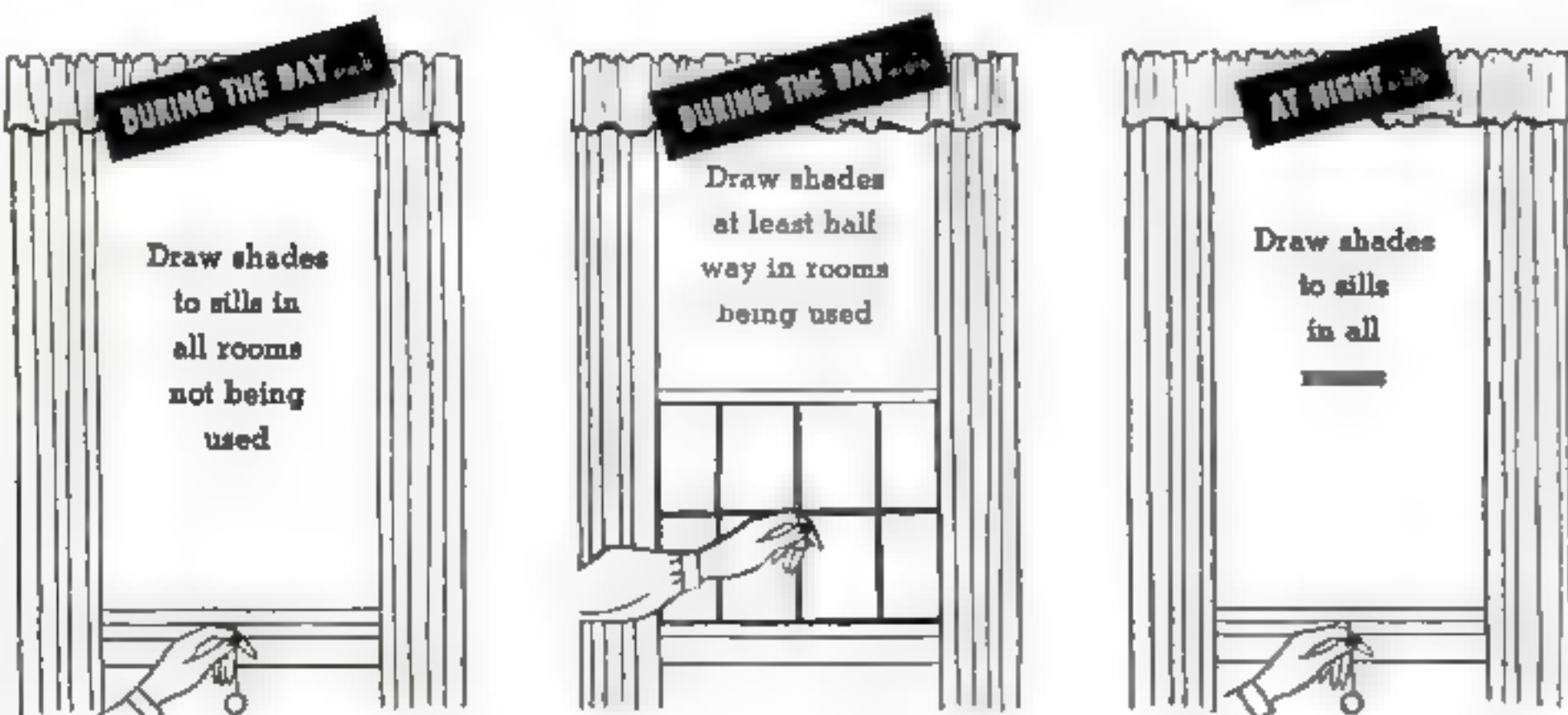
Close doors quickly when you enter or leave the house. Put a rug against bedroom doors at night. When ventilating rooms, turn off heat and close doors to keep cold air out of other parts of the house. Close fireplace damper. Keep heating plant and heat pipes free from soot.

## 30% of all heat loss goes out the windows

**B**y proper use of your cloth window shades you can reduce heat loss through glass panes by as much as one-third and thus save up to 10% on fuel. Scientific tests conducted by the Armour Research Foundation have convincingly proved this fact. A drawn shade creates an insulating dead air space between the shade and the pane.



### USE YOUR CLOTH WINDOW SHADES THIS WAY



**FREE HELP**—get this interesting booklet on the plus wartime uses of cloth window shades. Ask your dealer or write Window Shade Institute, 60 E. 42nd St., New York, 17, N. Y.



Sponsored by THE CHAS. W. BERNEMAN CO. THE COLUMBIA MILLS, INC. STEWART HARTSHORN COMPANY—ILLINOIS SHADE CLOTH CORPORATION—INTERSTATE SHADE CLOTH COMPANY LAPSLEY INTERSTATE SHADE CLOTH COMPANY—MCMASTER REILLY SHADE CLOTH COMPANY—OSWEGO SHADE CLOTH COMPANY—WM. VOLKER & COMPANY—THE WESTERN SHADE CLOTH COMPANY





## MOJUD...

that's all you need  
know about stockings



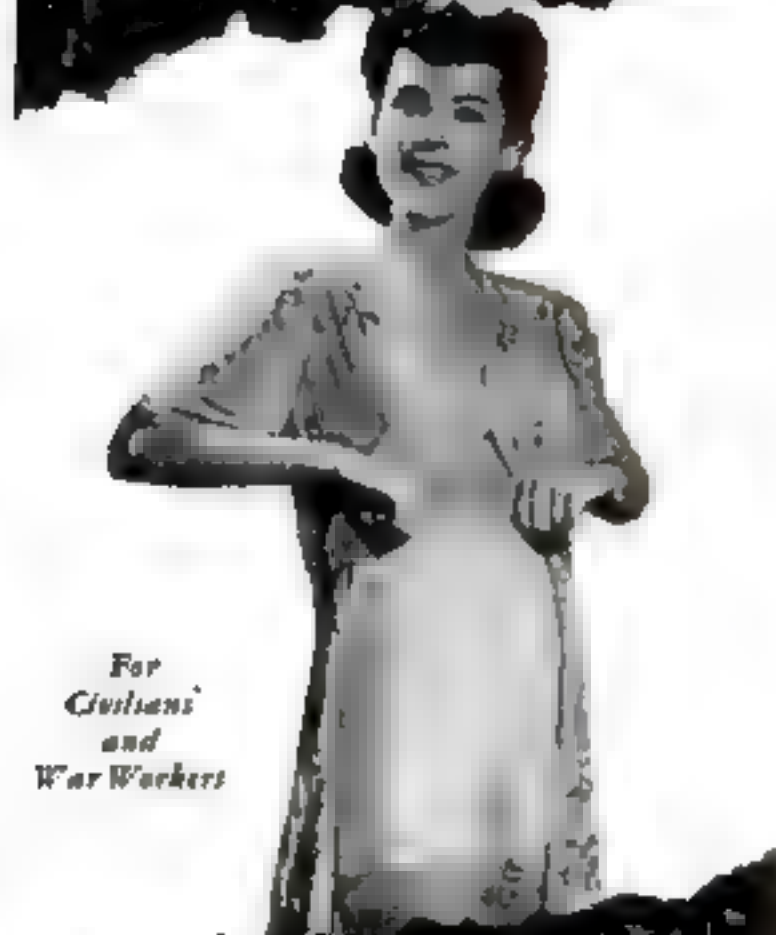
The name Mojud on stockings tells a meaningful story of extra quality yarn... of skill in knitting... and of infinite care in testing, examining, finishing. That's why, to millions of women, Mojud means the utmost in long-lasting loveliness. All better starts carryovers.

\* BUY WAR BONDS!

Trade Mark Reg.



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For  
Civilians  
and  
War Workers

The new Fortunas don't stop at making you look slimmer! Fortuna girdles and panties are designed to provide healthful body support that helps you work or play long hours without fatigue. At leading stores.

UP TO \$5.00

If your local store cannot supply you write Dept. L for name of nearest dealer.

WOLFE & LANG, Inc.

35 West 32nd Street, New York, N.Y.

## BIDDLE (continued)

Polish aviators or woolies for Land Army girls. The Ambassador usually plays tennis or croquet, enlivening the latter game from time to time by turning handsprings over the wickets.

Among the members of the Biddle clientele most likely to be present are Gutt, the Belgian Finance Minister, and Gerbrandy, the Netherlands Prime Minister. Gutt is an old friend of Mrs. Biddle who met him first when, as a representative of Belgian banking interests, he attended copper conferences in New York. Gerbrandy is a more recent addition, but his friendship with the Biddles has ripened rapidly. The roly-poly Prime Minister is a seal type and has a sort of Santa Claus face on which he wears walrus mustaches. Not long ago he trimmed these down in preparation for a trip to the U. S. where he thought they might be too unconventional. Mrs. Biddle, who often helps her husband as an adviser, took him sharply to task. She pointed out that facial exaggerations were an important aid to cartoonists, and thus to international collaboration generally, and used her husband's nose as an example and a case in point. Gerbrandy grew his whiskers out again.

Weekends at Little Portnall have an air of amiable, important confusion and complex purposefulness, combined with decorous jollity. This is characteristic of the Biddles generally. Both their careers are so complex that they sometimes seem to resemble the uncut version of a flash-back movie or perhaps a faulty copy of a novel in which some of the pages have been bound out of the proper order. Strange coincidences abound. People keep turning up under unexpected circumstances. Far from seeming merely small the whole huge, nightmare world of European misery sometimes seems magically reduced to the size and shape of the Little Portnall croquet lawn.

Of course when the war ends, the miniature Europe of London will expand again, like Chinese flowers in a glass of water. When this occurs, it has been suggested that Biddle himself might blossom forth as Ambassador to France. Since Biddle is already an ex-Deputy Ambassador to France and the only man in the U. S. State Department friendly enough to get along with both Giraud and de Gaulle, there may be ground for this belief. Much stranger things have happened, especially to Biddle. The truth is that, despite the ubiquitous evidence of what a Biddle is, few people know what Biddle may become or even always what he has been. For example, when Biddle reached Bucharest on his departure from Poland, a friend thought he saw him on the street but decided he had been mistaken. Having heard about Biddle's escape he expected the Ambassador to be a tottering, shaking wreck but what he thought he had seen instead was Biddle dressed with his usual perfection headed calmly toward the Foreign Office.

In fact, the friend was not mistaken. The episode was just a page from Biddle's fashion-plate era, mixed up with pages of his escape period. Recently the friend turned up unexpectedly at Little Portnall where the Ambassador told him what had really happened. On reaching Bucharest, Biddle had handed his dusty, travel-worn, bomb-spattered clothes to the valet at the Athénée Palace Hotel. The valet had handed them back to him with the scornful words, "Ça ne vaut pas la peine." Biddle described his characteristic disposition of this crisis: "I asked him for a vacuum cleaner, old boy. He brought one and I ran it over my suit while he held it down flat on the floor. It came out fine, so I put it on and went to call on the Prime Minister."



SHIRTLESS BIDDLE helps load a truck in a Polish town while fleeing Warsaw. Used to European ups and downs, he retained his poise and emerged with equanimity.

## TEETHING PAINS

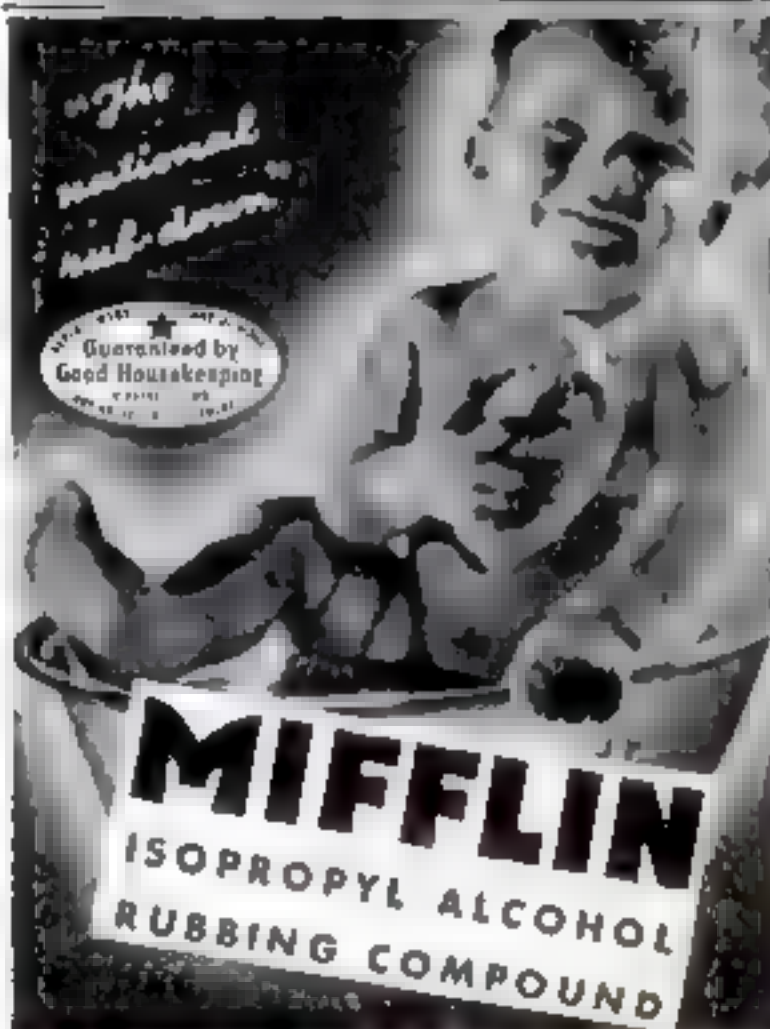


RELIEVED  
QUICKLY

WHEN your baby suffers from teething pains, just rub a few drops of Dr. Hand's Teething Lotion on the sore, tender, little gums and the pain will be relieved promptly.

Dr. Hand's Teething Lotion is the prescription of a famous baby specialist and has been used by mothers for over fifty years. One bottle is usually enough for one baby for the entire teething period. Buy it from your druggist today.

DR. HAND'S  
TEETHING LOTION  
Just rub it on the gums



Helps Shorten  
Working Hours



For Tired,  
Burning  
Feet

Eight and twelve hours on the job—here's the way to take the murder out of those hard floors—make those endless hours seem shorter. Tonight, give your feet and ankles a brisk massage with frosty white, stainless Ice-Mint—and repeat again in the morning. The cooling, soothing action of Ice-Mint goes to work at once to relieve fiery burning—to help relax tired muscles. Also helps to soften up stinging corns and callouses. Get a jar of Ice-Mint today.

Help Kidneys  
If Back Aches

Do you feel older than you are or suffer from Getting Up Nights, Backache, Nervousness, Leg Pains, Dizziness, Swollen Ankles, Rheumatic Pains, Burning, scanty or frequent passages? If so, remember that your Kidneys are vital to your health and that these symptoms may be due to non-organic and non-systemic Kidney and Bladder troubles—in such cases Cystex (a physician's prescription) usually gives prompt and joyous relief by helping the Kidneys flush out poisonous excess acids and wastes. You have everything to gain and nothing to lose in trying Cystex. An iron-clad guarantee assures a refund of your money on return of empty package unless fully satisfied. Don't delay. Get Cystex (Sis-tax) from your druggist today.

Cystex  
Aids Fresh Living Only 85c.





H. DRAVNEK

# Mister—you're getting paid in DYNAMITE!

**L**ET'S NOT KID OURSELVES about this. Our pay envelope today is dynamite.

If we handle it wrong, it can blow up in our face...lengthen the war...and maybe wreck our chances of having happiness and security *after* the war.

## *The wrong way to handle it...and why*

The wrong way is for us to be good-time Charlies, to wink at prices that look too steep...telling ourselves we can afford to splurge.

We can't afford to—whether we're business men, farmers, or workers. And here's why:

*Splurging will boost prices. First on one thing, then all along the line.*

Then, wages will have to go up to meet higher prices. And higher wages will push prices up some more...faster and faster, like a runaway snowball.

The reason this can happen is that there is more money in pay envelopes today than there are things to buy with it. This year, we Americans will have 45 billion dollars more income than there are goods and services to buy at present prices.

That's the dynamite!

## *The right way to handle it...and why*

Our Government is doing a lot of things to keep the cost of living from snowballing.

Rationing helps. Price ceilings help. Wage-and-rent stabilization helps. Higher taxes help. They're controls on those dangerous excess dollars.

*But the real control is in our hands. Yours. Mine.* Let's make sure we exercise that control. It won't be fun. It will mean sacrifice and penny pinching. But it's the only way we can win this war...pay for it...and keep America a going nation afterwards.

And, after all, the sacrifice of tightening our belts and doing without is small compared with the sacrifice of those who have gone to war.

## *Here's what You must do*

*Buy only what you absolutely need.* If you're tempted, just think what a front-line soldier finds he can get along without.

*Don't ask higher prices*—for your own labor, your own services, or goods you sell. Resist all pressure that may be put on you to force your prices up.

*Buy rationed goods only by exchanging stamps.* Shun the Black Market as you would the plague.

*Don't pay a cent above ceiling prices.*

*Take a grin-and-bear-it attitude on taxes.* They must get heavier. But remember, these taxes help pay for Victory.

*Pay off your debts. Don't make new ones.* Getting yourself in the clear helps keep your Country in the clear.

*Start a savings account. Buy and keep up adequate life insurance.* This puts your dollars where they'll do you good.

*Buy more War Bonds.* Not just a "percent" that lets you feel patriotic, but enough so it *really* pinches your pocketbook.

If we do these things, we and our Government won't have to fight a postwar battle against collapsing prices, paralyzed business, and depression. It's *our* pay envelope. It's up to us.

# KEEP PRICES DOWN!

Use it up • Wear it out  
Make it do • Or do without

This advertisement, prepared by the War Advertising Council, is contributed by this magazine in co-operation with the Magazine Publishers of America.



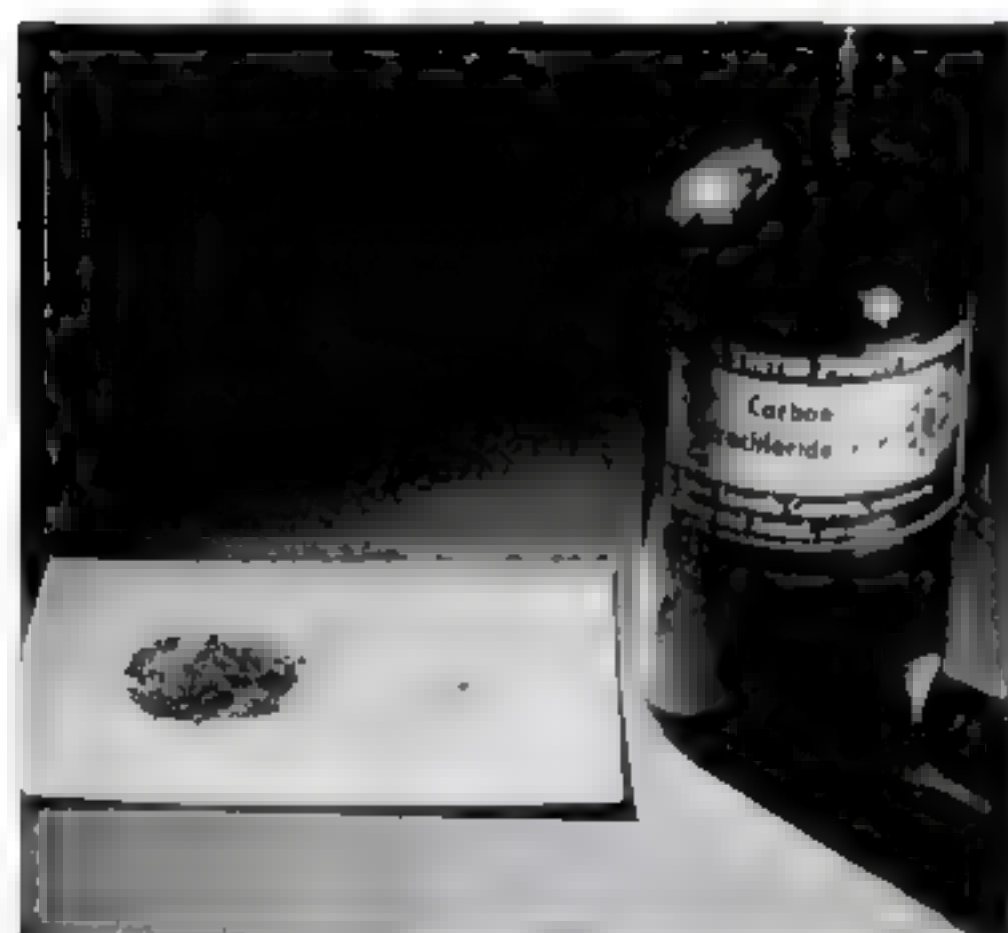
# KITCHEN CHEMISTRY

It clarifies complex processes

Most people are thoroughly overawed by the complexities of modern chemistry but Kenneth Swezey of Brooklyn, N. Y. has spent most of his life proving that they do not need to be. Starting with an involved commercial process he works backward, stripping away apparatus and formulae until he has its bare principles ready for demonstration on the kitchen table. With ordinary pantry-shelf chemicals, plus a few items from the corner pharmacy, some tumblers, an eye dropper and a fan he reconstructs the original process in a small-scale experiment simple enough for anyone to understand and have fun in repeating.

These pictures show some of his best experiments. The miniature battlefield smokepot being ignited in the picture at right is made from sand, zinc and cleaning fluid. A half teaspoonful of powdered zinc (filed from flashlight battery) is mixed with a smaller amount of fine sand and then heated over a stove or alcohol lamp. When sufficiently heated and carbon tetrachloride cleaning fluid is added this concoction will ignite giving off billows of dense smoke.

Neighborhood high-school students struggling through chemistry often bring their questions to the Swezey kitchen and soon learn to solve their problems by performing experiments for themselves. However, Mr. Swezey feels that looking at clear photographs of his experiments is almost as instructive as doing them and someday soon he is going to publish a new kind of photographic textbook on chemistry and basic science.



SMOKEPOT INGREDIENTS: ZINC, SAND, CLEANING FLUID



KITCHEN TABLE MINIATURE OF MILITARY SMOKEPOT BILLOWS SMOKE AS CLEANING FLUID IS ADDED AND IT IS IGNITED



Milk is curdled by adding dilute hydrochloric acid. This is the first step in an experiment which makes casein glue from milk.



Curds are dried by electric fan after the liquid whey has been drained off. Addition of weak lye solution makes glue (right).



Boards are glued so firmly that they will break before the joint yields. The glue's base is casein, also used in making plastics.





Osmotic action which helps feed living cells is shown by egg with the shell lining exposed in water. Water enters through permeable lining, forces yolk out tube at top.

CONTINUED ON NEXT PAGE



Rush job make you work late ?  
 Spoil your plans for a date ?  
 Feel abused and irate ?



# WELL, LAUGH IT OFF WITH LIPTON'S !



Flavory, fragrant Lipton Tea is more than a swell-tasting drink. It'll help smooth you down when you're jumpy and tearful—or give you a lift when you're feeling weary!

*Lipton Tea tastes so much better! People buy more of it than any other brand!*

## The Power behind the Hour!

LIFE BEGINS in your watch in the mainspring that long slender band of steel hidden within the watch, and shown here greatly magnified. A few turns of your fingers once each day will fully wind the watch, storing the necessary power to keep it going faithfully year in, year out. In a Girard-Perregaux watch, the mainspring is made of alloyed steel, tempered under exacting conditions for accuracy and long life. For additional information, write for interesting brochure 431, "What's in a Fine Watch?"

**GIRARD-PERREGAUX**  
*Fine Watches since 1791*

GIRARD-PERREGAUX • Rockefeller Center, New York, 20 • In Canada: Dominion Square Building, Montreal





Train yourself to getting envious stares when you start smoking Briggs tobacco. Because its delectable fragrance is almost as delightful as its taste—and oh, brother, that's *luscious*! Full-bodied and tender, the mellow richness of Briggs will make you get up earlier so's you can enjoy it longer each day. Briggs is cask-mellowed for years—longer than many costly blends—and it's ripe for your pipe and your pleasure. Try a package today.



The Smoke  
with  
a Smile

PRODUCT OF P. LORILLARD COMPANY

**WALK-OVER  
COMBAT  
SOLES**

**Sloppy weather?** You needn't worry. Walk-Over Mudhousers have special Combat Soles. Outwear leather ones—resist cold and damp.

New Fall Walk-Over styles in oil-treated grain or smooth calf that dry out soft and mellow. All with famous Walk-Over natural fit and smooth-tailored Silver Linings.\* Walk-Over prices \$8.95 to \$12.95. Geo. E. Keith Company, Brockton 63, Massachusetts.



WALK-OVER



## Kitchen Chemistry (continued)



Paper is dissolved in quarter of a glass of Schweitzer's reagent (obtainable at drug-store) as the first step in making rayon. Add enough paper to make solution syrupy.

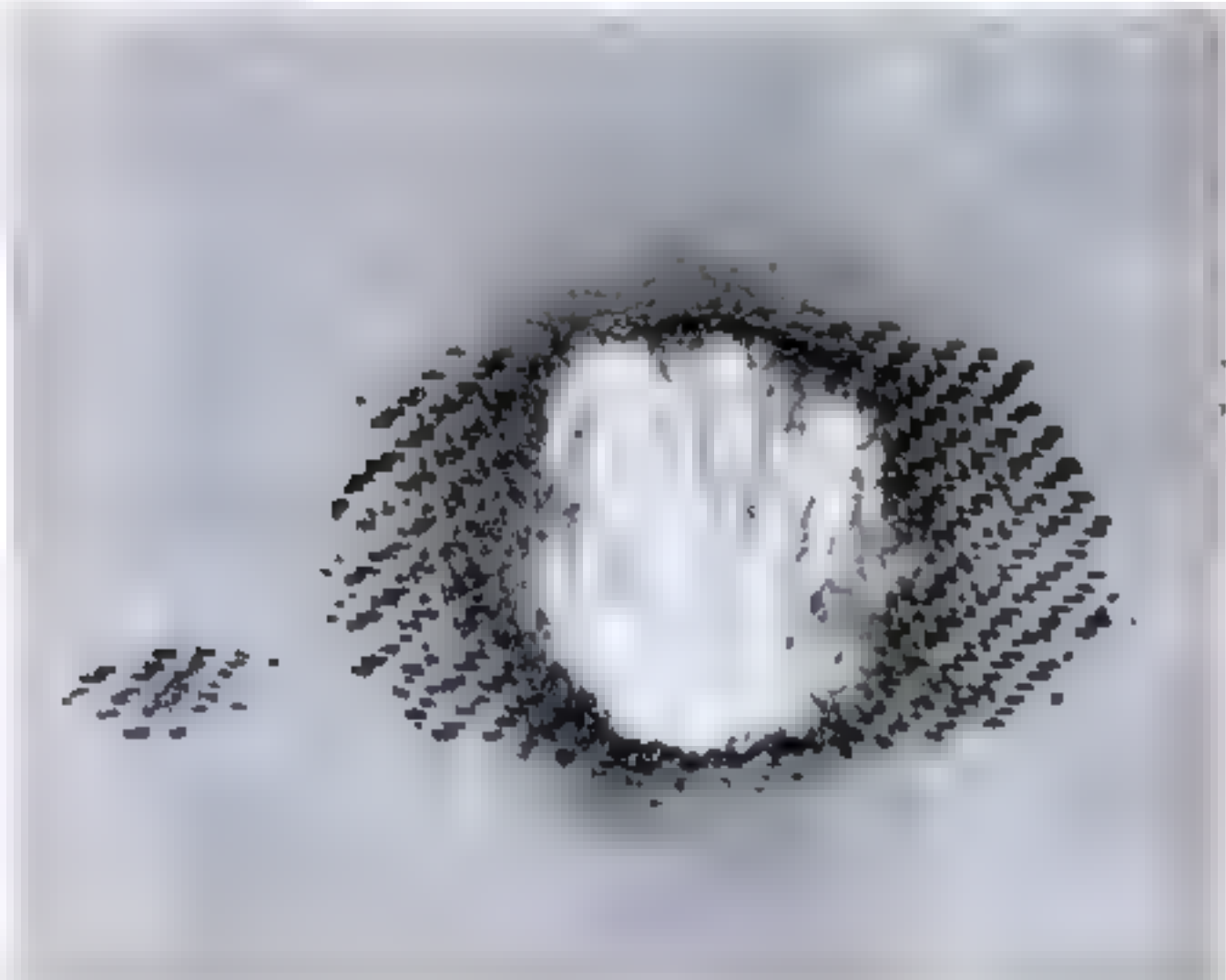


Rayon thread is formed when the syrupy solution is squeezed out in dilute sulphuric acid. Commercial rayon is squeezed through smaller holes to make sheer thread.

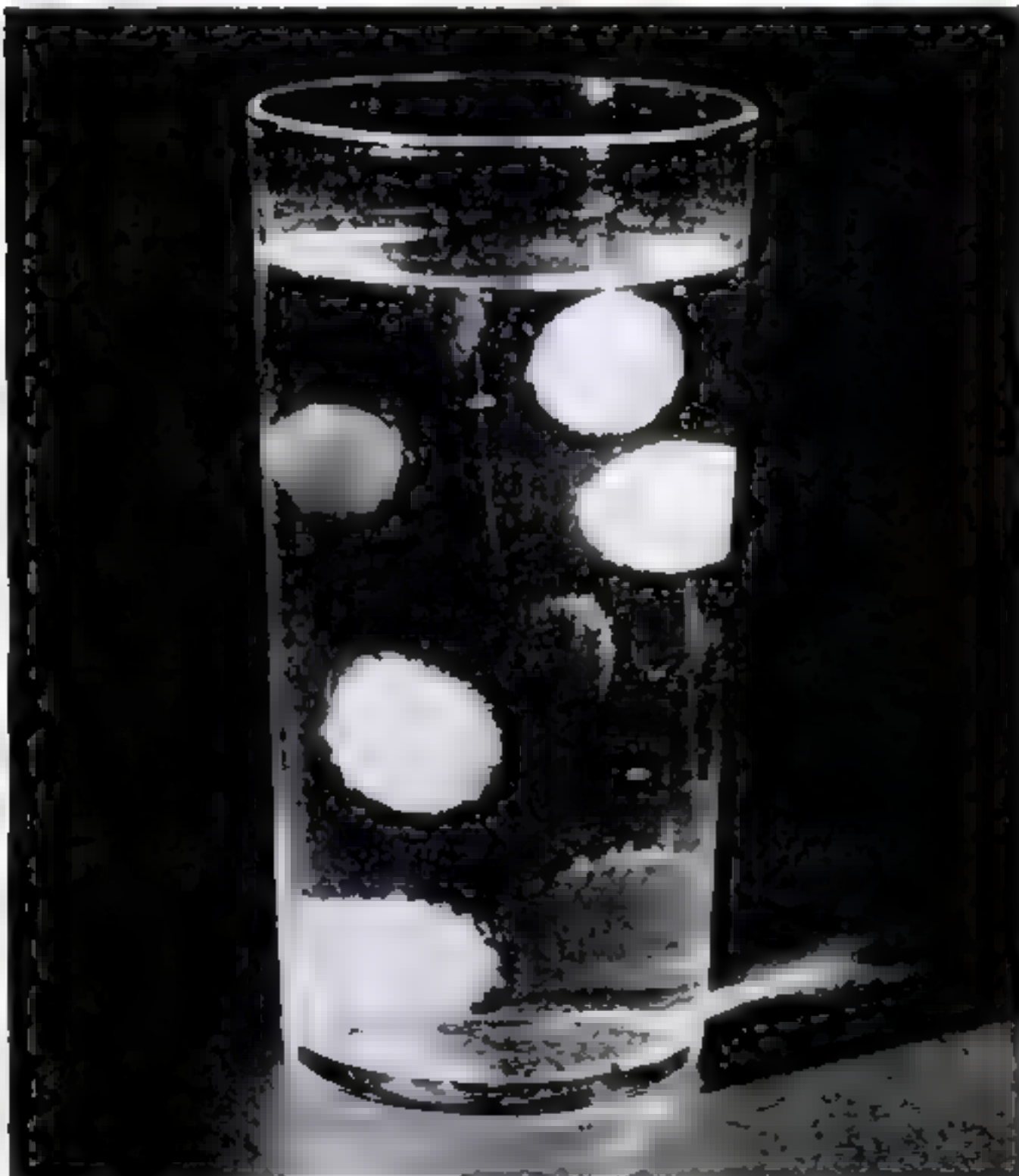




**Cloth test** determines amount of cotton mixed with wool. First, put drop of dilute sulphuric acid on swatch. Next, iron swatch for a minute between pieces of paper.



**Cotton rots away** from the effect of acid and heat, leaving wool fibers intact. This swatch was only 10% wool. Test also works well on mixtures of wool and rayon.



**Parlor trick** can be performed by adding some moth balls to a mixture of vinegar and baking soda in glass of water. The moth balls will bounce vigorously for hours.

# PARK & TILFORD RESERVE

*"The Blend of Experience"*

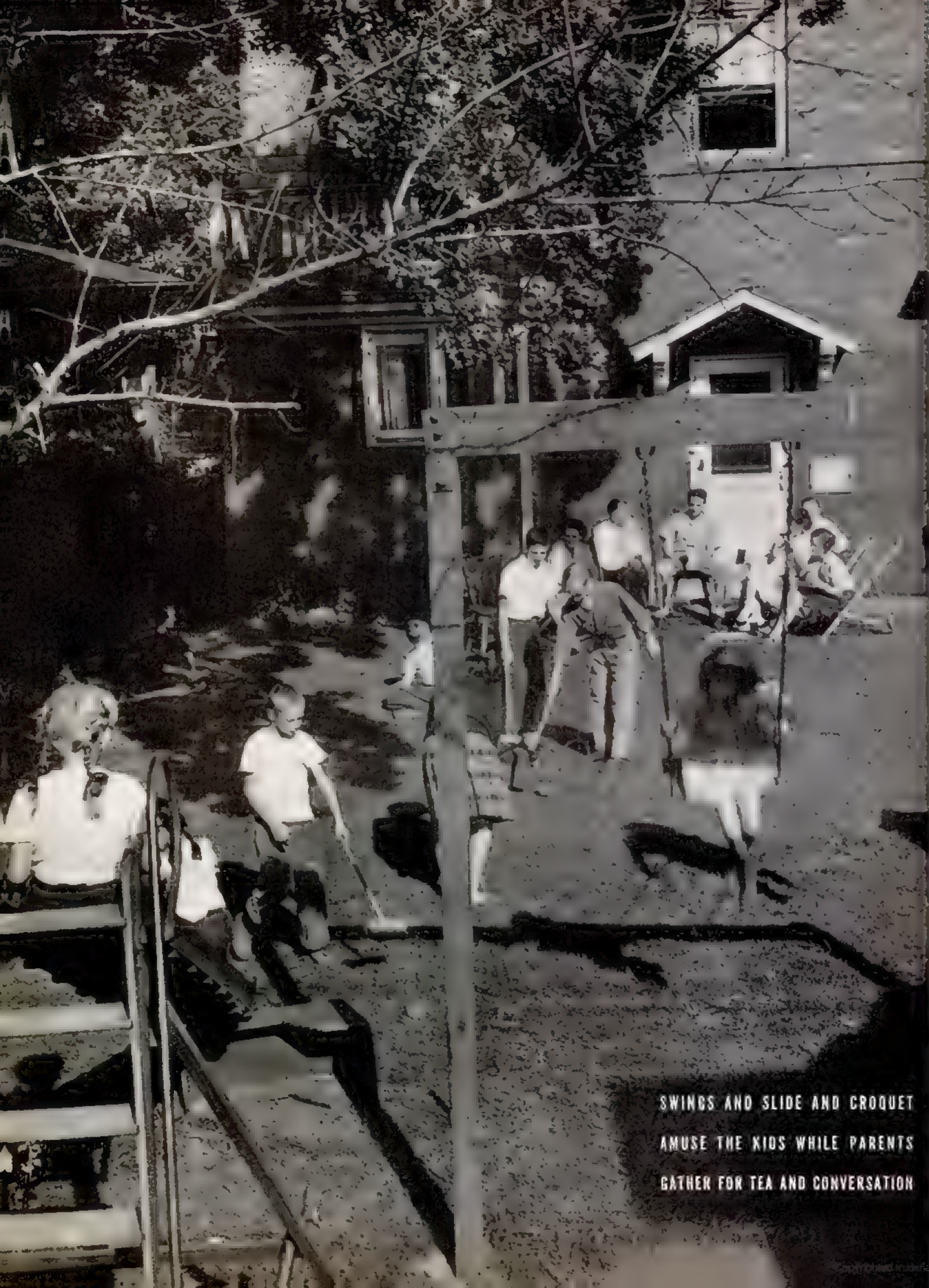


*- because it is the  
finest-tasting Whiskey  
of its type in America*



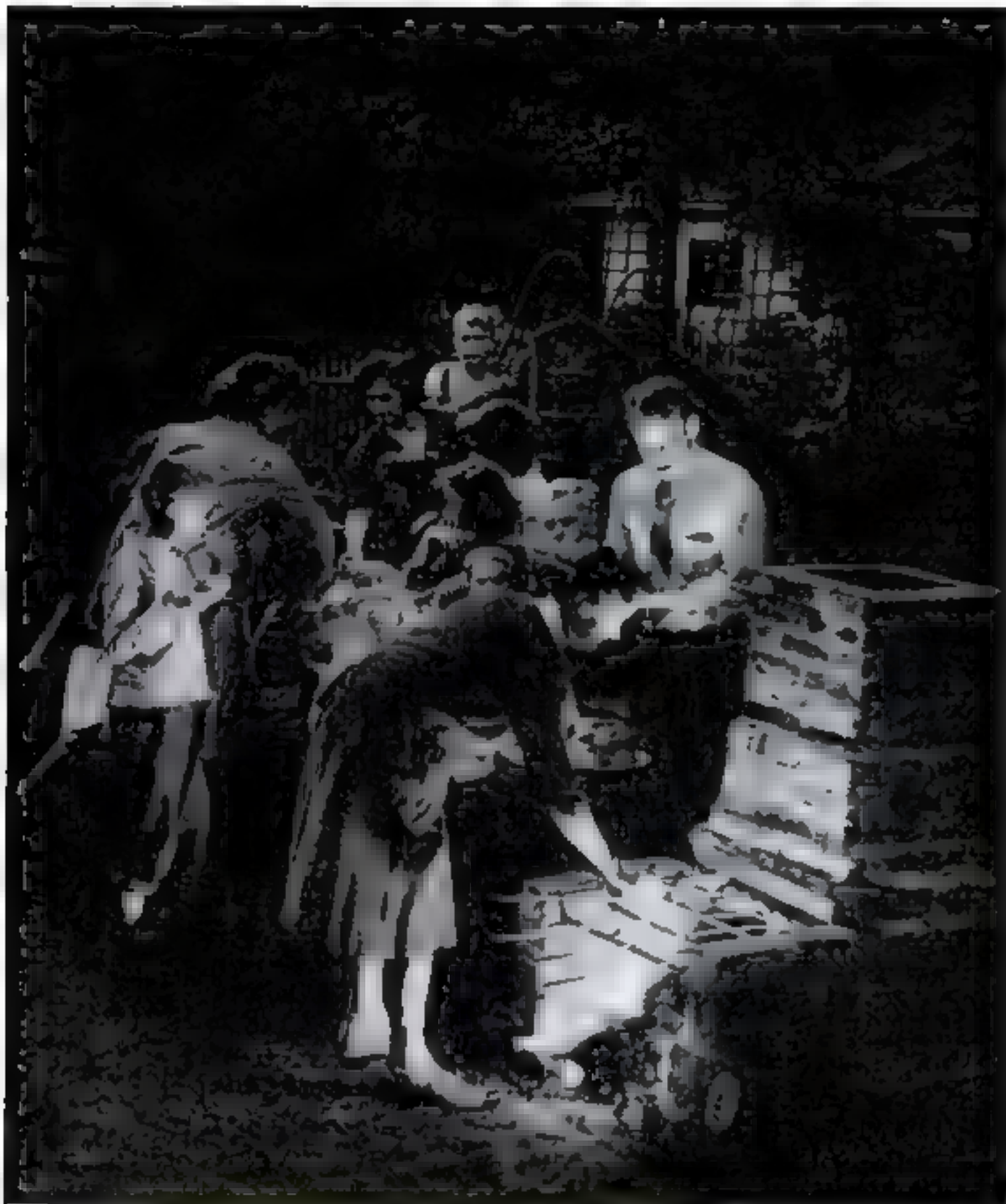
PARK & TILFORD DISTILLERS, INC., NEW YORK, N. Y. • 70% GRAIN NEUTRAL SPIRITS • 86 & PROOF





SWINGS AND SLIDE AND CROQUET  
AMUSE THE KIDS WHILE PARENTS  
GATHER FOR TEA AND CONVERSATION





**Wiener roasts** are high point of backyard fun, for kids and their parents alike. Barbecue pit was built by Colonel Gear whose peacetime hobby was making play apparatus for his boys.



**Toasted marshmallows** polish off a Saturday outdoor supper. Bobby and Margie West, Harry Gear and Allen Bierman had theirs served to them off long forks contributed by a neighbor.

## *Life Goes to a Backyard Party in Chicago*

**Wartime brings revival of neighborly customs as American families find their fun in simple pastimes close to home**

**T**he backyard, a much neglected resource of the American home in the nation's restless, peripatetic days before the war, has come into favor again. In many places during the past summer it was planted solidly to victory gardens. In others it became a playground for patriotic families who obeyed the Government, did not travel, spent their vacations at home. The scene of this week's party is a honey backyard

in Beverly Hills, Ill., a South Side Chicago suburb. It belongs to Lieut. Colonel Robert Gear, currently on duty overseas with the Army's Service Forces. Mrs. Gear, faced with the problem of keeping their three small boys—Bob, 10; Donn, 7; and Harry, 4—amused and happy through a long summer in the city, raised no objections when boys of the neighborhood chose the Gear home as headquarters for Commando prac-

tice, and little girls, drawn by the playhouse and the fine smooth driveway for rope-skipping, came along. She preferred the shouting and the tumult to having the boys play in the street. One by one the children's parents dropped by to investigate the attractions of the Gear menage, and stayed for tea. Before the summer was gone the Gears' 30x40-ft. backyard lot had become a sort of local headquarters for Backyards Inc.



**Helen Bierman** is 16 months old and lives next door to the Gears. Playing with her is brother Allen, 4.



**"Crooked letter" step** is executed by Anne Anderson in jump-rope game called "Mississippi." Crossed legs signify "a." Word is spelled out loud by watchers.



**Croquet** attracts grownups. Eugene Moss watches his wife Alice as she tries a tricky two-wicket shot.



# Who is he ?

**BANKER ?**

**STATESMAN ?**

**AMBASSADOR ?**

**PROSECUTOR ?**

**AUTHOR ?**

*Today's leaders smoke*

**BLACKSTONE**

**CIGARS**

*the choice of successful men*

**HERE IT IS! 17% EXTRA SMOKING!**

That's what you get in the Blackstone Londres-Extra. It's the new, longer Blackstone cigar that has made such a sensational hit. Filled with finest and costliest long-leaf Havana tobacco. Mild, mellow, full-flavored to the very last puff.

**SIZE AND SHAPE FOR EVERY TASTE**

Your choice of all five, gentlemen! There's Blackstone Perfecto, Londres-Extra, Cabinet, Panetela and Junior. All filled with finest Havana tobacco. All extremely mild and mellow. All ready to give extra satisfaction.

Wolff & Bond, Inc., Newark, N.J.

## Backyard Party (continued)



High-school youngsters as well as younger kids think the Gears' yard is a good place to play. In the swing: Anne Anderson. Supplying manpower: Tom Clemens.



Would-be paratrooper, Bob Gear, does "parachute leap" off the swing. Boys everywhere this summer risked their necks in a wave of Junior Commando activity.





Marble ring tempts Gil West to get down and show the Gear boys, his nephews, that he hasn't forgotten how to play. The three West children are regular visitors.



The playhouse boasts a radio, a stove for making tea, and two bunks. Girls have appropriated it, but boys happily keep to the roof and shoot at imaginary enemy.

*Those in the know*

ASK FOR

**OLD  
CROW**

BOTTLED IN BOND



*To taste Old Crow today is to savor the same perfection in whiskey which generations of critical drinkers have known and applauded.*



The Old Crow whiskey you buy today was distilled and laid away to age years before the war. Today the Old Crow Distillery is producing only alcohol for war purposes. So be patient if you can't have all you want of Old Crow when you want it. We are doing our utmost to distribute our reserve stocks so as to assure you a continuous supply for the duration.

*A Truly Great Name*

AMONG AMERICA'S GREAT WHISKIES

Kentucky Straight Whiskey • Bourbon or Rye • This whiskey is 4 years old  
National Distillers Products Corporation, New York, N. Y. • 100 Proof



# Heard the latest about Oberon...Kaye...Brooks?

**TASMANIA LAYS CLAIM TO** Merle, as her birthplace; India claims her early adolescence; England claims the launching of her career; the Royal Navy claims her as godmother of His Majesty's Submarine Oberon. Oberon smiles, claims simply: "Regents are mild...really mild...and better tasting."



**TWELVE YEARS TOOK DANNY** from obscurity to marquee movie fame. And with Sam Goldwyn's forthcoming "Up In Arms"—Broadway and Hollywood now spell o.k. O! Kaye! But fame and fortune haven't changed his sense of values: "Regent's King Size make real sense to me! It means top value—a cigarette that's more than 20% longer!"



**DEBONAIRE PHYLLIS** is blue-eyed and blonde, a lissom five feet six inches tall, likes tennis, swimming, dancing; dislikes crowds; collects prize photographs, delights in Regent's crushproof box. Says Miss Brooks: "It's like a custom-made cigarette case; keeps cigarettes in perfect condition."



**ALL THREE AGREE...** that Regents are milder, better-tasting... thanks to Multiple Blending. That's the exclusive Regent process that assures you of a perfect smoke, ultra-smooth... always so gentle to your throat. Insist on Regents... they cost no more than other leading brands.

Quality tobaccos... Multiple Blended  
make **REGENT**  
The milder, better tasting  
cigarette!

## PICTURES TO THE EDITORS (continued)

### G.I. FIRE DRILL

Sirs:

A fire drill called during rest period at Camp Pickett, Va. came at a particularly awkward moment for one soldier whose towel-draped form you will note in the rear rank (right foreground). His predicament forced him to modify his position from "Attention" to a rather unorthodox version of "Hands on hips—place!"

CPL. JAMES W. DAVIS  
Camp Pickett, Va.



### "SUNNY SIDE UP"

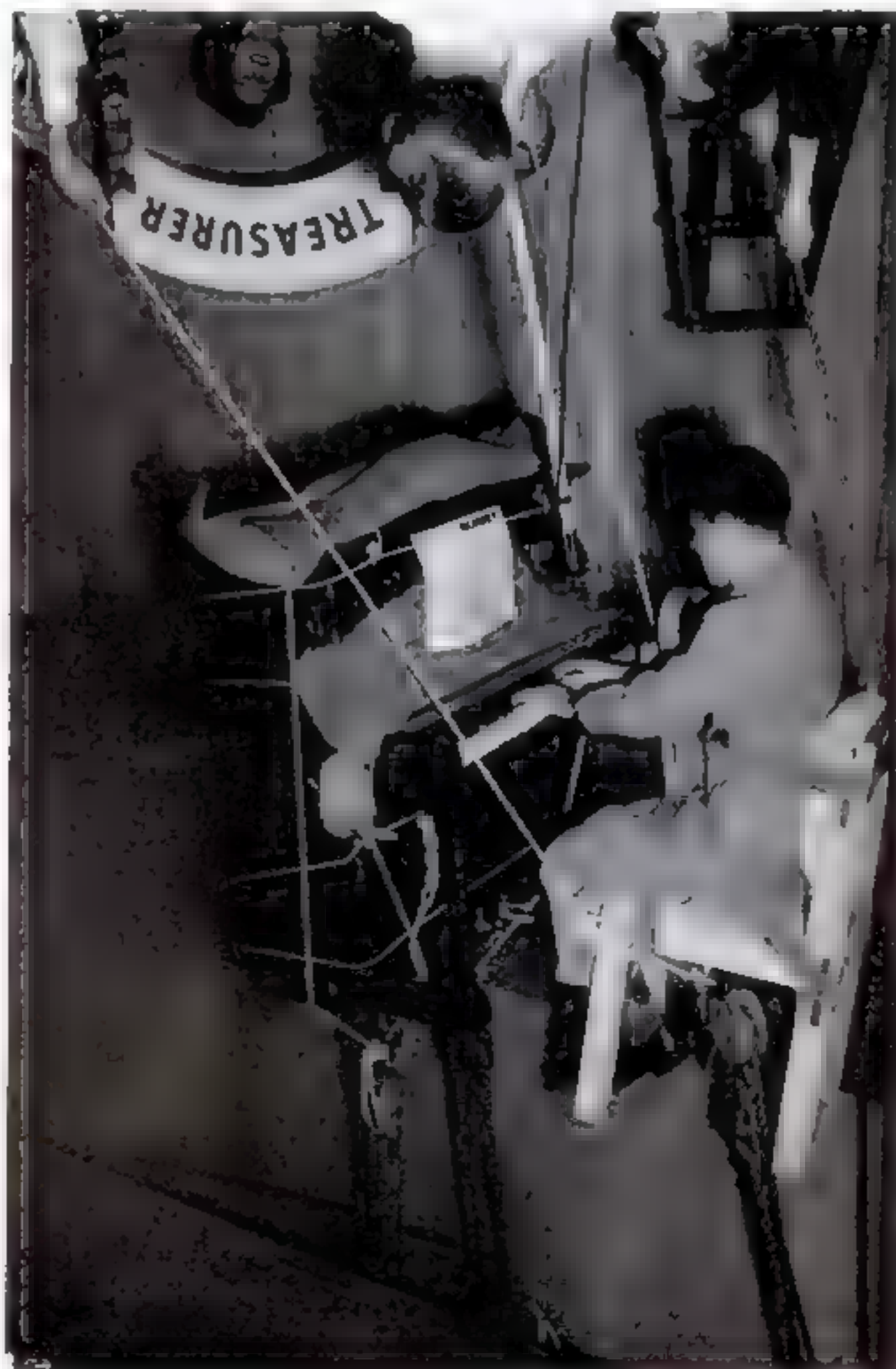
Sirs:

'How to be comfortable though suspended head downward from the ceiling' might describe the subject of this picture.

The scene shows one of the strangest "consequences" ever undergone on the Truth Or Consequences radio program. Invert the picture and you will see why piano and pianist are so firmly faced.

They are hanging upside down from the ceiling of the NBC studio. The dauntless pianist played and sang "Keep your sunny side up" into the microphone held at the end of a pole. Picture was made during the actual broadcast.

RALPH EDWARDS  
New York, N. Y.







## KEEP IT PERKING WITHOUT JERKING

No—giving your fountain pen the "third degree" won't restore its youth. But filling it properly usually will.

Your swanky fountain pen is still a great little "looker," isn't it? And wasn't it a perfect performer the first few months you owned it? Then perhaps a kind of "creeping paralysis" set in, and soon your handsome pen rated not much higher as a writing instrument than the decrepit specimens found in some country postoffices.

**ONLY ONE PERSON IN 5,000 KNOWS HOW TO FILL ANY FOUNTAIN PEN PROPERLY!**

An Ink-O-Graph Pen will give perfect satisfaction for many years—equal to that you expect from the highest priced fountain pen—provided you fill it properly. If you haven't received one of our instruction sheets from your dealer, send us a 3c stamped, self-addressed envelope and we will mail you a copy.

Beware of imitations—Only by getting the genuine can you enjoy all the advantages offered by Ink-O-Graph. Look for the name Ink-O-Graph on every pen.

**Deluxe Model INK-O-GRAPH \$2**  
C. Inkograph Co., 100 Hudson St., N. Y. C., 13

## SUNSWEEP means "SUN-SWEET"



PACKED AND GUARANTEED BY THE GROWERS  
SUNSWEEP PRUNES, APRICOTS, PEACHES  
MIXED FRUITS, AND PRUNE JUICE  
CALIFORNIA PRUNE & APRICOT GROWERS ASS'N.

## BUY MORE WAR BONDS

There's NO BETTER BUY for a Nickel



Quality Cakes  
**WELCH'S**

## PICTURES TO THE EDITORS

(continued)

### TOPSIDE

Sirs:  
While in Nantucket the versatility of the sailor hat caught my eye and Coast Guardsman Arthur Gwynn modeled a few styles. He demonstrated: the hat as worn for protection against wind and sun (top), various degrees of jauntiness, and as unwritten law prescribes (one-finger width above right eye, not more than two-fingers width above left eye).

JEAN SPEISER

New York, N. Y.



# ENJOY ALL THE COFFEE YOU WANT—AS YOU WANT IT

Enjoy your coffee with the assurance that the armed forces get their supplies first—all they want!



# have another cup

COFFEE IS BACK—all you want! Now you can return to the satisfying, full-strength brew that's America's favorite beverage. Real coffee made as it should be—brewed to the full capacity of the pot... fresh coffee every time, fragrant and flavorful.

Yes, there's plenty of coffee to start the day right and keep the day right... to bring energy and alertness to war workers... to bring vigor and cheer to everyone facing the strains and difficulties of wartime living. Every meal tastes better... any job seems easier, with delicious, energizing coffee! Now you can enjoy again the full rich flavor and the complete satisfaction that plenty of real coffee gives you!



# COFFEE

The Friendly Drink... from Good Neighbors

PAN-AMERICAN COFFEE BUREAU

120 Wall Street, New York 5, N. Y.

BRAZIL COLOMBIA COSTA RICA CUBA DOMINICAN REPUBLIC  
EL SALVADOR MEXICO VENEZUELA

BACK THE ATTACK—WITH WAR BONDS





## For the Tough Jobs

Willard Batteries are handling many a tough job on our fighting fronts—furnishing dependable power for all sorts of battle equipment. Other Willards of the same high quality are just as definitely in the service of their country here at home—furnishing power for hard working trucks, cars and tractors, operating under the strain of wartime schedules. You can help save battery materials for these tough jobs by making *your* battery last as long as possible. Have your Willard dealer check it regularly. Don't buy a new battery unless you need one. But if you *must* buy—buy wisely—buy a Willard.

# Willard

"SAFETY-FILL"  
BATTERIES

**-have the power to carry on!**

WILLARD STORAGE BATTERY CO. • CLEVELAND • LOS ANGELES • DALLAS • TORONTO

## PICTURES TO THE EDITORS

(continued)

### ANTHEM'S BIRTHDAY

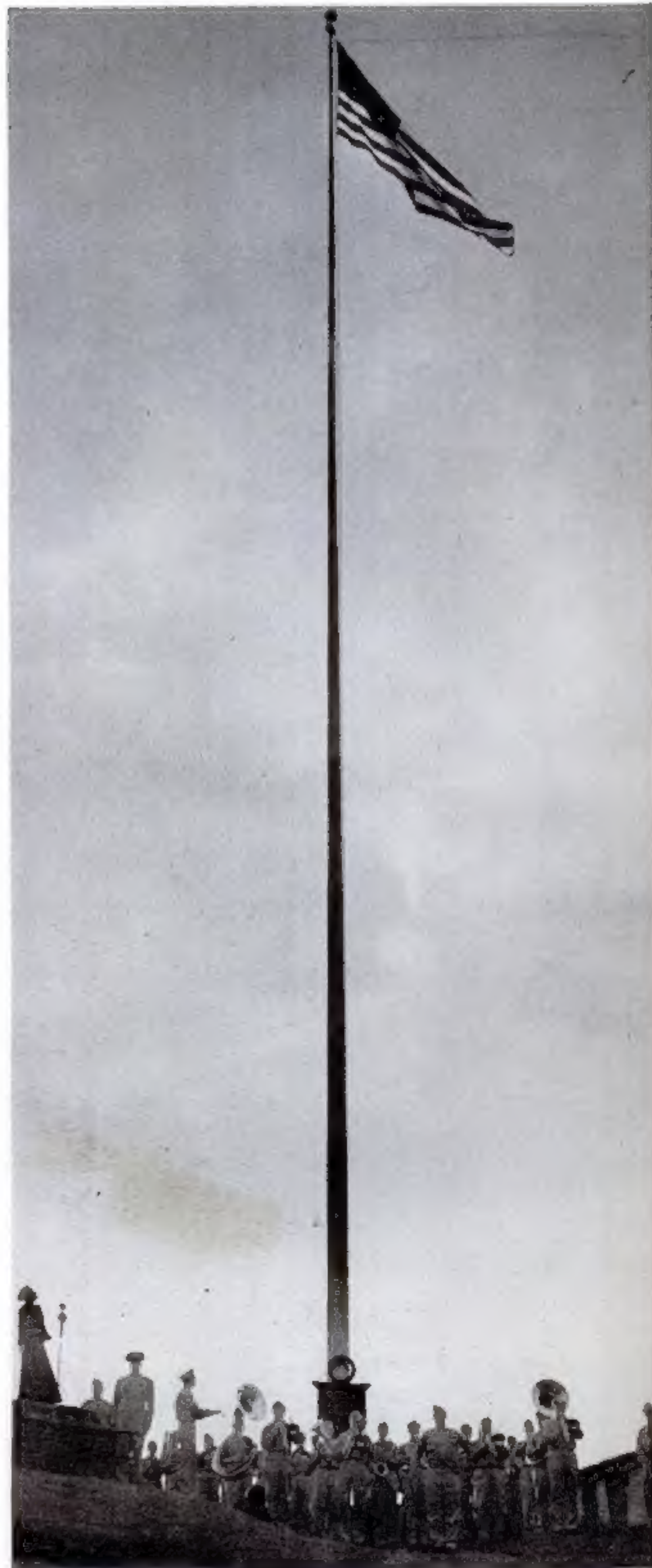
Sirs:

It was at Fort McHenry, Baltimore, that Francis Scott Key conceived our national anthem 129 years ago. At dawn here on Sept. 14 this solemn ceremony pictured commemorated the anniversary. The grounds of Fort McHenry (part of

national monument) were opened at dawn by special permission of National Park Service. The singer at left is, of course, Lucy Monroe.

GEORGE ROSS

New York, N.Y.



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*It's a feather in your cap when you buy that Extra War Bond*



*First among fine whiskies*

**THREE FEATHERS** *Very Special Reserve*

THREE FEATHERS BLENDED WHISKEY, 86 Proof, 80% Grain Neutral Spirits. Schenley Distillers Corporation, New York, N. Y. • ALL OUR DISTILLERIES ARE CONCENTRATING 100% ON THE PRODUCTION OF WAR ALCOHOL.



# They've Got What it Takes!

They're flying sentries guarding our coast lines...day-and-night couriers of vital war equipment...the 20,000 skilled pilots of the Civil Air Patrol!



IT'S CAMELS  
FOR ME—  
THEY HAVE A RICH,  
FULL **FLAVOR**  
—AND AN EXTRA  
MILDNESS THAT'S SO  
EASY ON MY  
**THROAT**

*First in  
the Service*

The favorite cigarette with men in the Army, the Navy, the Marines, and the Coast Guard is Camel. (Based on actual sales records.)

*Camels*



"OPS." It's Flight Officer Gay Gahagan giving the "orders of the day" to her fellow fliers in the Operations Room, and it's just like a regular Air Force "briefing"—even to the Camel cigarettes. For Camels are the pick of pilots—the choice of smokers everywhere who want full flavor, the extra mildness of slow burning.



**ARMY MISSION.** Rushing key Army personnel or special equipment to distant camps is just one of the important jobs of the men and women CAP pilots. Here, ready to take off from an eastern airport, is CAP Flight Officer Gahagan. Her destination is an Army secret, but it's no secret that her favorite cigarette is Camel—see left.

## Meet Flight Officer GAY GAHAGAN

She's a veteran of six years' flying...had logged more than 200 hours in the air even before she joined the Civil Air Patrol...and she can fly in inky darkness as well as daylight. Her smoking log? "I've smoked Camels for five years," she says. "Their delightful taste has a fresh appeal with every puff. I find them milder all ways—and Camels don't get my throat, no matter how much I smoke."

See if *you* don't agree with Flight Officer Gay Gahagan—give Camels the test of your own taste and throat...your own "T-Zone."

## The "T" Zone...where cigarettes are judged

The "T-ZONE"—Taste and Throat—is the proving ground for cigarettes. Only *your* taste and throat can decide which cigarette tastes best to you...and how it affects your throat. Based on the experience of millions of smokers, we believe Camels will suit your "T-ZONE" to a "T."



R. J. Reynolds Tobacco Company, Winston-Salem, North Carolina